

# Japheth Oluwatimileyin Jerry

UI/UX & Graphic Designer • Federal Capital Territory, Nigeria · Remote

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UI/UX & Graphic Designer with years crafting high-impact digital experiences and brand identities. Expert in Figma and Adobe Creative Suite, delivering user-centered solutions that drive engagement and conversion. Proven track record of elevating brand presence for 20+ clients through strategic design thinking and pixel-perfect execution across web, mobile, and print media.

## KEY PROJECTS

### Computer Aided Instruction Dashboard — UI/UX Designer

**Tools:** Figma, Adobe XD, User Research, Prototyping

Designed intuitive educational analytics dashboard; implemented user research findings to improve data visualization clarity by 60%. Created comprehensive design system reducing development time by 40% while maintaining 95% user satisfaction.

### Education Alliance Consulting Website Redesign — UI/UX Designer

**Tools:** Figma, User Research, Prototyping, Design Systems

Led complete website redesign for Education Alliance Consulting; built comprehensive design system with reusable components and micro-interactions. Conducted user research and restructured information architecture, reducing user journey complexity by 60%. Achieved 95% user satisfaction in prototype testing with significant improvements in engagement and task completion.

### Serene E-commerce Platform — UI/UX Designer

**Tools:** Figma, User Research, Prototyping, Design Systems

Architected modern e-commerce interface with focus on conversion optimization; implemented user-centered design principles. Created responsive design system supporting 10+ product categories.

## PROFESSIONAL EXPERIENCE

### UI/UX & Brand Designer @ Web Launch Guys 2020 – Present

- Led design strategy for 15+ enterprise clients; established design systems and conducted user research improving conversion rates by 45% and satisfaction scores to 95%
- Architected brand identities and marketing strategies; increased client engagement by 60% through strategic design implementation and consistent brand application

### UI/UX Designer @ Safekan 2022 – 2024

- Led end-to-end design process for web/mobile platforms; established design system and conducted A/B testing increasing user engagement by 50%
- Developed brand guidelines and scalable templates ensuring consistent application across all digital touchpoints

### Graphic Designer @ Freelance 2020 – Present

- Delivered 30+ brand identity projects; developed strategic design solutions increasing client market visibility by 70%
- Created scalable design systems and marketing collateral enabling consistent brand implementation across all media

## TECHNICAL & DESIGN SKILLS

### Design Tools & Software

Figma  
Adobe Creative Suite  
Adobe XD  
Sketch  
InVision

### Design Methods & Process

User Research  
UX Strategy  
Design Systems  
Prototyping  
Usability Testing

### Brand & Visual Design

Brand Strategy  
Visual Identity  
Typography  
Color Theory  
Print Design

## EDUCATION

### Lincoln University College, Nigeria

Diploma in Computer Software Engineering  
Computer Software Engineering, UI/UX Design & Digital Media  
2022 – 2025

## CERTIFICATIONS

### Print Xpert – Professional Graphic Designer

2021 Completed