

Oluwasegun Olanrewaju

UX DESIGNER | DIGITAL MARKETER

Abeokuta

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Being a dedicated and adaptable computer specialist with a passion for design and user experience plus strong foundation in UI/UX design and vast experience in online and graphic design, I bring a diverse skill set refined over four years in each specialization. Proficient at using tools such as Figma to transform conceptual ideas into visually beautiful and user-friendly interfaces. I have a good eye for detail and enjoy creating new designs that engage with users while still meeting business objectives successfully. I'm eager to lend my expertise to dynamic initiatives as well as collaborate with teams to create amazing digital experiences.

PRODUCTIVITY TOOL RATINGS

Figma

Adobe XD

Adobe Illustrator

Microsoft 365

Willing to relocate: Anywhere

Work Experience

Freelancing

Facebook

January 2023 to January 2024

- Create and manage digital advertising campaigns across various platforms such as Google Ads, Facebook Ads, LinkedIn Ads, etc.
- Optimize campaigns for maximum ROI through A/B testing, keyword optimization, audience targeting, etc.
- Design user interfaces for websites, web applications, and mobile apps that are intuitive, visually appealing, and user-friendly.
- Collaborate with developers to ensure designs are implemented accurately and effectively.
- Conduct usability testing and gather feedback to iterate and improve designs.

Computer Engineer

Jaroy Investment Limited-Abeokuta

July 2018 to December 2019

- Creating and maintaining documentation for system setups and troubleshooting processes
- Connecting with other team members as well as communicating with management about technical concerns, upgrades, and budget requirements.
- Set up and configure routers, switches, and other networking equipment, guaranteeing stable internet connectivity for both training purposes and cybercafé clients.

Education

Bachelor Of Science in Computer Science

Federal University of Agriculture - Abeokuta

September 2022 to Present

Awarded by HubSpot Academy - תמרת, מחוז הצפון

April 2024 to April 2024

Diploma in Project Management

Awarded by Alison

June 2023 to June 2023

Senior Secondary School Certificate

African Church Grammar School - Abeokuta

Ibara Baptist Nursery & Primary School, IIB Boulevard - Abeokuta

Skills

- Search Engine Optimization (SEO)
- Google Analytics
- User Experience (UX)
- Facebook Advertising
- User Interface (UI)
- Email Marketing
- A/B Testing
- Digital Marketing
- JavaScript
- Usability

Languages

- Spanish - Intermediate

Links

<https://www.linkedin.com/in/oluwasegun-olanrewaju-b847bb188>

Certifications and Licenses

Google Ads Display Certification

Foundations of User Experience (UX) Design

June 2024 to Present

User Experience, Career in UX designs

Start the UX Design Process Empathize Define

July 2024 to Present

Design Process, PLDC, Empathy mapping, Ideation

Build Wireframes and Low-Fidelity Prototypes

July 2024 to Present

Lofi- prototyping, Figma, Adobe XD, Miro

Conduct UX Research and Test Early Concepts

July 2024 to Present

UX Research, Survey, Interview, Iterative and agile design process

Hubspot Content Marketing Certification

April 2024 to April 2026

Product Design, Product Management, Design Process

Google Analytics for Beginners

June 2022 to December 2025

SEO optimization, Product Management

The fundamentals of digital marketing

September 2020 to Present

SEO, SMM, Content Writing, PPC, Web analytics