WILLIAMS ENI
Product Designer

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PROFESSIONAL EXPERIENCE

THINK CREATE INNOVATE (TCI LTD)   **United Kingdom (Remote)**
Product Designer   **October 2021 - Date**
- Led end-to-end product design, collaborating with stakeholders and teammates to drive product improvement initiatives from specifications to implementation.

Relevant Projects
- Redesigned a Market Digitisation Tool which led to 99% digitization of physical records, Dashmart (Logistics Service) which boosted last-mile delivery rates by 62%, Thrift (Savings App), and an Exercise Tracker.
- Provided guided assistance on Frontend web development tasks with React.Js and SCSS.

SOURCEMYGADGETS   **Lagos, Nigeria**
Founding Product Designer   **January 2022 - June 2023**
- Formulated an algorithmic framework for a product discovery system in collaboration with Technology and Operations teams, for more precise and efficient product recommendations leading to a 45% increase in online store visits and a 25% growth in eventual sales; in addition to a concept interface to prototype a working version (SMG Recommendation Engine V2).
- Designed and iterated on a marketing website and core web and mobile application for a personal finance and lifestyle product to foster product visibility and customer acquisition. (SavetoBuy.io).
- Ensured seamless functionality with customer feedback and evolved brand experience across product versions.
- Created a revenue-boosting commercial marketplace for the company's core commerce offering, that optimized user experience and drove streamlined transactions to boost revenue up to 50% (sourcemygadgets.com/shop).
- Crafted a captivating marketing website that gave visibility to the organization's brand, offerings, and values to champion an opportunity for a 20% upsurge in brand engagement (sourcemygadgets.com).
- Conceptualized an internal tool for product item management that led to a 30% increase in product sales.
- Aided personnel recruitment process in the role leading to 3 total Potential Hires.

MALON GLOBAL TECHNOLOGIES   **Lagos, Nigeria**
Product Designer   **October 2019 - December 2019**
- Gathered and translated specifications from stakeholders to inform the creation of Digital User Interface Design solutions.
- Designed intuitive and visually appealing User Interfaces for web applications, ensuring seamless user experiences and effective communication of information.

EDUCATION

UNIVERSITY OF LAGOS   **Akoka, Lagos, Nigeria**
[B.Sc in Computer Science in view]   **2018 - 2024**

RELEVANT COURSEWORK

- System Analysis and Design (Designed an Inventory Management Dashboard and System for a Business for the relevant Group Project), Web Design and Security, Software Product Management, Quality Assurance and Maintenance, and Operations Research.

ADDITIONAL INFORMATION

- **Product Design Skills**: UI and Visual Design with Figma, UX Research, Prototyping and Interaction Design, UI Motion Design, Illustration, and Information Architecture Design.
- **Tools**: Figma, Principle, Adobe Photoshop, Illustrator, Rive, HTML, CSS, Javascript.
- **Certifications**: UX Research and Design Specialization (2020), UX Writing via UXcel (2022).
- **Communities**: GDSC University of Lagos (2018 - Date), Roadtrip Community (2022 - date).
- **Volunteer Experience**:
  - Design Lead: Co-ordinated Brand and Product design work towards launching and organizing API Conference Lagos 2023 (apiconf.net).
  - Figma Africa Cohort I Design Mentor (September 2023 - December 2023).
  - DSC University of Lagos UI/UX Design Mentor: Facilitating Classes, Study groups, and Mentorship for Design Beginners in Google's DSC University of Lagos community.

- **Additional Work**
  - dribbble.com/thewillyy
  - layers.to/itxbo