

# Vanessa Adohe

## UI/UX Product Designer

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### EXPERIENCE

#### **UX Researcher at Chipper cash**

*Remote, San Francisco, US • Mar 2021- Ongoing*

- Conducted and improved data research in this rapidly-scaling global fintech startup.
- Co-lead qualitative and quantitative research across Africa countries, Nigeria and Ghana specially, to investigate problem space and validate assumptions within market research and Users.
- Create persona, user stories, story boards and any other necessary artifacts to carry out the user centred design process
- Work with designers, SWEs, product managers and growth marketing team to formulate project strategic and research question to better chipper cash app in the fintech space

#### **UI/UX Designer Consultant at Parcel Dash**

*Remote, Abuja, NG • Feb 2020 –Jan 2021*

- As the only designer on the team, I took charge of running iterations, prototype solutions, and conduct usability tests from the inception stage of the idea and opportunities for the business, up until it's validated for the users successfully. Due to the UX design solution implemented, business revenue tripled in the first three months of the product launch, from \$2,000 per month to \$6,945 per week. The product improves the end-to-end workflow experience for the support service team (users) by 80%, resulting in to increase in new customers by 65% in the first three months, increasing positive customer review ratings.

#### **Product Designer at Sartor**

*Remote, Chicago, US • Mar 2020 –Feb 2022*

- Enable the startup to monetize with a \$1.7m estimate return in 1 year by designing the UI/UX of a IOS mobile app ecommerce marketplace for small fashion label, from conception to delivery stage.
- Conducted UX and market research with design team members to validate already existing data provided by the product managers.
- Communicate and implement technical strategies with cross-functional teams such as Marketing & SWEs team.
- Execute over 3+ iterations of sketching, user flows, wireframing to create, refine, and test product prototypes for IOS mobile & iPad version.
- Improve user satisfaction by 65% through introducing the brand discovery feature which tailors to the needs of users, who are audacious and fashion enthusiasts who enjoy exploring new fashion labels

#### **Front-end Dev apprentice at Goggle DSC**

*On-site Lagos, NG • Feb 2019 –April 2019.*

- As a junior developer, I was giving the opportunity to practice and improve my technical skills on existing product such a google workspace for education, worked and collaborated with a large team of student developer
- Accompany and assist senior developers on my school Campus set up dev meetings & Front-end tutorials for over 500 freshmen students, in collaboration with EXO career expo, south Africa.
- Managed, re-designed & developed outdated websites for over 10+ small and local businesses
- Lead UX consultation with CITS team for the re-development of UNILAG (my school) LMS web app for distant learning students

### SKILLS

**Soft Skills:** Conflict resolution, Time Management, Observant, Curious, Flexibility, Team leadership, Patience, Thinker, Excellent in Written, Verbal & Visual Communication, Creative, Solution specialist, Active listener, Excellent in Planning and organization, mind-mapping, storytelling, Diplomatic and Responsible.

**Technical Skills:** Design Thinking, Service Design, Product Management, Stakeholder Management, Surveying, Wireframing, Market Research, HTML, CSS, JavaScript, Interviewing, User research, Qualitative and Quantitative Research, User Center Design, User Experience Design, Product Design, Interaction Design, Rapid Prototyping, Usability Testing, Figma, Adobe Creative suite, Task flow, Journey Mapping, Invision, Notion, MS Office

### EDUCATION

University of Lagos, Akoka, Nigeria

B.S. History & International Relations, Minors in Strategic Studies 2017 – 2022

**Award:** Achieved Recognition for Cisco 2019,

Most Innovative UX designer Award 2021 (Up-solution int'l, Nigeria)