

# ABDULSAMAD YUSUF

## Digital Solutions Specialist, Product Designer

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Remote, Abuja, Lagos

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### CERTIFICATION

- **Certified UI/UX Design Specialist: Google** or **Interaction Design Foundation**
- **Product Management Professional: Product School** or **General Assembly**
- **Full-Stack Web Development: FreeCodeCamp** or **Codecademy**
- **Email Marketing Automation: HubSpot Academy** or **Meta (Coursera)**

### SKILLS

- **UI/UX & Product Design:** Wireframing, Prototyping, Usability Testing, Figma, Adobe XD
- **Frontend Development:** HTML5, CSS, JavaScript, React.js
- **Backend Development:** Node.js, Flask, PostgreSQL, RESTful APIs
- **Web Design & Desktop Design:** Responsive Design, User Interface Development
- **Project & Product Management:** Agile Methodologies, Product Roadmaps, Sprint Planning
- **Email Marketing & Automation:** Campaign Management, Analytics, Automation Tools
- **Digital Strategy:** Market Analysis, A/B Testing, Performance Optimization

### LANGUAGES

- English: Fluent
- Yoruba: Fluent
- Hausa: Fluent

### PROJECTS

- Voice Based Email System for the Visually Challenged
- Football Performance Prediction using Data Mining
- Item-Based Recommendation System

### PROFILE SUMMARY

Versatile and results-driven digital professional with comprehensive expertise in UI/UX design, frontend and backend development, web design, product design, and digital product management. Adept at building user-centric digital products and leading cross-functional teams to deliver high-impact solutions. Skilled in leveraging design thinking, data analytics, and marketing strategies to craft engaging user experiences and drive business growth. A proven track record of delivering innovative projects and improving product performance through strategic development and design decisions.

### WORK EXPERIENCE

#### Digital Product Manager & Full-Stack Developer

Freelance / Contract Roles — Remote

JANUARY 2019 – PRESENT

- Spearheaded the design, development, and deployment of scalable web applications and digital products for clients across various industries.
- Collaborated with cross-functional teams, including designers, developers, and stakeholders, to deliver innovative solutions that align with business goals.
- Conducted market research and user interviews to inform product design and development decisions.
- Optimized email marketing campaigns and automated workflows, leading to a 30% increase in customer engagement.
- Managed project lifecycles using Agile methodologies, ensuring timely delivery and resource efficiency.
- Led product design efforts, creating seamless user experiences through wireframing, prototyping, and usability testing.

#### Fortknox Konsult— Abuja, Nigeria

UI/UX and Web Design Specialist

AUGUST 2016 – DECEMBER 2018

- Designed user-friendly and visually appealing interfaces for web and desktop applications.
- Conducted user research and A/B testing to enhance design effectiveness and improve user engagement by 25%.
- Developed responsive websites using modern frontend technologies such as HTML, CSS, and JavaScript.
- Collaborated with backend developers to integrate APIs and ensure a seamless user experience.
- Led branding and design strategies for high-profile clients, contributing to a 40% increase in client satisfaction.

#### Fiverr/ Upwork

Freelancer/ Contract Roles – Remote

JANUARY 2019- PRESENT

- Provided tailored digital solutions to meet diverse client needs across multiple industries on freelance platforms.
- Developed and maintained web and desktop applications with a focus on user-friendly interfaces.
- Conducted in-depth user research and implemented A/B testing, boosting user engagement by 25%.
- Enhanced user experiences by employing responsive design techniques, wireframing, and usability testing.
- Oversaw project timelines, coordinated deliverables, and maintained consistent communication with clients.
- Collaborated with backend developers and multidisciplinary teams to ensure seamless product functionality.