

## LANRE AYENI

**Contact no:** +44 (0)771 2151 520

**E-mail:** lanreayeni2@gmail.com

**Portfolio:** lanreayeni.github.io/portfolio

**LinkedIn:** uk.linkedin.com/in/lanreayeni

## PROFILE

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An ~~Innovative~~ and entrepreneurial-minded freelance digital designer who strives to execute every creative task to an exceptional standard, producing a unique end user product, surpassing the expectations of every client brief.

Posses first class interpersonal and networking skills alongside excellent attention to detail and time management as a result of working autonomously, as well as heading up small teams on a number of bespoke projects from their inception.

## WORK HISTORY

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### FREELANCE PROJECTS

#### iComic app (mobile)

**October 2014 – Present**

- Created wireframes and mockups using tools like Balsamiq, Azure etc.
- Communicate **user journeys** and user flow to developer using tools like 'Gliffy' aswell as using sticky notes and paper.
- Worked closely with developers and product manager to educate and inform about best UX practices.
- Research and investigate use cases to identify focus group for the app.
- Designed high fidelity User Interface using Adobe Photoshop and Sketch.
- Created UI elements and icons for app using Adobe Photoshop and Illustrator.
- Rapid prototyped the app using the inVision application to test user flow before development.
- Worked on Xcode's storyboards with iOS developers to make sure designs are consistent.
- Designed landing page for website.
- Created app logo, icons, **onboarding screens** and loading screens.
- Create engaging promotional content using Adobe Photoshop CS6.
- Designed layout for company's email newsletters using 'MailChimp' to subscribed customers.

#### Sindr app (mobile)

**August 2014 – December 2014**

- Created wireframes and mockups using tools like Balsamiq.
- Communicate **user journeys** and user flow to client using sticky notes and paper.
- Worked closely with stakeholders to educate and advice on best UX practices.
- Designed high fidelity User Interface using Adobe Photoshop and Sketch.
- Rapid prototyped the app using the inVision application to test user flow before development.
- Created UI elements and icons for app using Adobe Photoshop and Illustrator.
- Design onboarding process stakeholders.

### **DryLake UK (front-end developer)**

**Aril 2012 – December 2013**

- Develop advanced applications of Business strategies using I.T skills
- Create engaging graphical promotional content using Adobe Photoshop CS4, CS5 and CS6.
- Use computer assisted designs (CAD) for product illustration.
- Upload files to the webhost's server using 'File Transfer Protocol' (FTP).
- Optimise web images for faster 'page load' time.
- Generate relevant 'keywords', adding metatags and H1 tags to pages for better search engine results
- Work on e-commerce packages such as 'Bigcartel' to create web stores.
- Analyse and Review website traffic using 'Google analytics'.
- Inventory management for products and services using Excel.
- Embed widgets and integrate social media feeds such as 'Facebook' and 'Twitter' and 'Linkedin'.
- Create and circulate company email newsletters using the application 'MailChimp' to subscribed customers.

### **Eve makeup & cosmetics (front-end developer)**

**April 2013 - July 2013**

- Discussed creative concepts for brand logos and worked with clients on developing brand identity.
- Created professional graphical designs using Photoshop CS4, CS5 and CS6.
- Developed an e-commerce website for an established makeup company.
- Programmed web pages using 'PHP', 'HTML', 'CSS' and 'JavaScript'.
- Used CMS to create a user-friendly backend for easy content management.
- Analysed and interpreted 'Google analytics' data to help determine page popularity, demography, web browser history and average number of page visits.
- Used 'PHP' and 'CSS' to configure 'Hikashop' shopping cart for consumer purchases.
- Integrated 'PayPal' as a payment method for secure credit/debit transactions.
- Utilised Search Engine Optimisation (SEO) to increase page ranking, drive traffic and identify target audiences.

### **WEB DESIGN INTERNSHIP**

#### **Time Bank UK (Intern)**

**July 2007 – September 2007**

- Worked within a team of programmers on a new social networking site called junction49: windows XP, Mac OS, Adobe dream weaver, HTML programming, CSS and basic java scripting, Microsoft office 2003, Microsoft excel, Microsoft publisher, adobe Photoshop, Joomla CMS, filezilla clients.
- Backing up data
- Importing clients' details from the website's database to a spreadsheet document
- Converting a spreadsheet document into Microsoft publisher to print out labels.
- Worked on a new homepage for the company timebank.org.uk
- Worked on Adobe Photoshop to create a new header page or the website.
- Updated the content of a website i.e. remove old events and add new event and dates to the calendar.

## EDUCATION / QUALIFICATIONS

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**2009 – 2011** BSc Computer Science;  
**Middlesex University, Hendon**

**2006 – 2008** *LEVEL 3 BTEC National Diploma for IT Practitioners*  
**Lambeth College, London**

**2005 – 2006** Advanced Website Management Systems  
**Lambeth College, London**

**2004 - 2005** LEVEL 2 Diploma for IT Practitioners  
**Lambeth College, London**

## TECHNICAL COMPETENCIES

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- Highly confident user of all MS office and Adobe creative software packages (including Illustrator and Photoshop – versions, CS4, CS5 and CS6) as well as a fully competent Internet user.
- Experience working with GitHub and other version control applications like Bitbucket.
- Confident using 'Sketch' to design user interfaces for mobile and web application.
- Over 8 years experience with HTML, CSS and some knowledge of JavaScript, PHP, SQL etc.
- I prefer working using a Mac computer but don't mind Windows.

## CORE SKILLS

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- Takes an original approach to all tasks
- Creative and logical thinker
- Ability to improvise and exercise own initiative
- Impeccable time management and organisation
- Highly analytical and self evaluative
- Result driven and Solution Orientated

## INTERESTS

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I have a keen interest in modern technology and am fascinated by 3D printers. I'm also very interested in fashion; I screen-print t-shirts and sew garments in my spare time.

I like spending time in the gym and I'm a big fan of music.