

# LANRE AYENI

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

**Portfolio:** [lanreayeni.github.io/portfolio](https://lanreayeni.github.io/portfolio)

**E-mail:** [lanreayeni2@gmail.com](mailto:lanreayeni2@gmail.com)

**LinkedIn:** [uk.linkedin.com/in/lanreayeni](https://uk.linkedin.com/in/lanreayeni)

## PROFILE

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I'm entrepreneurial-minded designer who strives to execute every task to an exceptional standard. I have over 5 years of experience working on various web and mobile design projects as a freelancer.

I strive to produce a unique end user product, which surpasses the expectations of clients.

I possess 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.

## WORK HISTORY

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### FREELANCE PROJECTS

#### iComic app (Lead designer)

**October 2014 – Present**

- Created wireframes and mockups using tools like Balsamiq and Axure.
- Communicate user journeys and user flow to developer using tools like 'Gliffy' as well as traditional or conventional sticky notes and paper.
- Worked closely with developers and product manager to educate and inform about best UX practices and the importance of User-Centred design.
- Research and investigate use cases to identify focus group for the app.
- Performed A/B testing on users to help with design decisions.
- Created user journeys, personas and UX architecture.
- Validated designs through usability testing and design research.
- Conducted user research (qualitative research, surveys, ethnography observations etc.).
- 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.
- Created app logo, icons, onboarding and loading screens.

#### SLNDR (Visual designer)

**August 2014 – December 2014**

- Created wireframes and mockups using tools like Balsamiq and Axure.
- Worked closely with stakeholders to educate and advice on best UX practices.
- Validated designs through usability testing and design research.
- 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.

#### DryLake UK (Front-end developer & Designer)

**Aril 2012 – December 2013**

- Develop advanced applications of Business strategies using I.T skills
- Create engaging graphical promotional content using Adobe Photoshop.
- 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 'MailChimp' to subscribers.

## **Eve makeup & cosmetics (Front-end developer & Designer)**

**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.
- Search Engine Optimisation (SEO) to increase page ranking, drive traffic and identify target audiences.

## **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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- Confident user of Adobe creative software packages (Illustrator and Photoshop) as well as a fully competent Sketch user.
- Confident using 'Balsamiq', 'Axure' and 'inVision' to design wireframes, mockups, prototype for mobile and web application.
- Experience working with GitHub and other version control applications like Bitbucket.
- Over 8 years experience with HTML, CSS and some knowledge of JavaScript, jQuery, PHP, SQL etc.
- Front-end framework, like Bootstrap and CMS platforms like WordPress, Joomla.

## **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 & ACHIEVEMENTS**

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I regularly participate in Hackathons and have been notably mentioned in the Metro Newspaper for my app concept.

As part of my personal upkeep I regularly attend the gym and have a keen interest in water-based sports particularly surfing.