**LANRE AYENI**

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**PROFILE**

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**

**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.

**Slndr 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 juction49: 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**

**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**

* 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**

* 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**

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.