**Anietie Brendan**

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I am an experienced product designer proficient in user research and prototyping. My passion is to create intuitive, visually appealing experiences and solutions that drive user engagement and satisfaction.

**EXPERIENCE**

**Product Designer, Total Athlete Sportal Ltd.** (2023 - 2024)

* Designed and prototyped the product website and consumer-facing web application portal. Responsible for initial research, user interface design, user flow mapping, and the overall user experience.

**Product Designer, REACH Technologies Ltd. (**2021 - 2023)

* Led UI/UX design in a 6-man team by creating concepts, visual mockups, and design systems for a financial technology application.
* Conducted market research, prototyping, and product development for Nestlé Foods, resulting in the launch of a new beverage in the West African market and a 15% increase in market share.

**UX Designer, The Design Institute** (2015 - 2020)

* Collaborated with the UX director, program development managers, and stakeholders for the full span of the design thinking process to create new beverages for the Coca-Cola Company.
* Organized and facilitated hardware innovation hackathons for university students with mentors from BCG, Stanford, MIT, and Google, focused on developing IoT-driven solutions.
* Led design thinking workshops for the Stanford Seed program, guiding startups and founders across Africa through workshops on ideation, prototyping, and user testing related to product development.
* Led design thinking workshops for various corporate and governmental clients, set up relevant presentations and created educational follow-up resources for participants.

**Animation Director, Carbon Creative Ltd.** (2013 - 2015)

* Created engaging conceptual artwork, storyboards, and animatics for animated children's content.
* Designed and executed creative marketing campaigns.

**EDUCATION**

**Birmingham City University** (2023-2024)

MSc User Experience Design | *Distinction*

I worked part-time as a student teacher, assisting tutors with visual interface design modules and providing insights for student projects.

**University of Hertfordshire** (2010-2013)

BA (Hons) 3D Digital Animation | *Second Class Upper Division*

Actively involved in media and content creation roles, participating in university clubs and societies.

**Hertfordshire International College** (2009-2010)

Completed foundation course in Engineering

**DESIGN SKILLS**

Visual Design

Prototyping + UI/UX

Usability Research

Empathy Mapping

Usability Testing

**TOOLS**

Figma

Adobe Illustrator

Adobe Photoshop

Adobe After Effects

HTML

CSS

Bootstrap

**HOBBIES**

Football

Video games

Film and Photography