**Anietie Brendan**

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I’m an experienced product designer with a strong proficiency in user research, prototyping, and user interface design. I’m passionate about crafting intuitive and visually appealing experiences that enhance user engagement and satisfaction.

**EXPERIENCE**

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

* Designed and prototyped the product website and consumer-facing web applications, enhancing user engagement through responsive design and intuitive user interfaces.
* Conducted initial user research, developed user personas, and mapped user flows to optimize the overall user experience.
* Created high-fidelity prototypes in Figma and collaborated with development teams to build and deliver fully functional products while managing communications and stakeholder relationships.

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

* Led a team of designers in the UI/UX development of a financial technology application, focusing on creating visually appealing mockups and efficient design systems.
* Enhanced user experience of specific in-app features through usability testing and iterative design improvements based on user feedback.
* Developed and maintained design systems for visual communication consistency across multiple platforms using Figma and Adobe Creative Suite.

**UX Designer, The Design Institute** (2015 - 2021)

* Conducted market research, prototyping, and product development by collaborating with design and research teams in Switzerland for Nestlé Foods, resulting in the launch of Nido Soya milk - a new beverage in the West African market, translating to a 10% increase in the brand’s local market share.
* Collaborated with the marketing team, product development managers, and stakeholders for the full span of the design thinking process to create new beverages and marketing strategies 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.

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

* Directed and produced conceptual artwork, storyboards, and animatics for animated content targeted at children, focusing on engaging and educational storytelling.
* Designed and led creative marketing campaigns using digital media tools such as Adobe After Effects and Illustrator to enhance campaign visibility and impact.

**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)

Foundation course in Science and Engineering

**DESIGN SKILLS**

Responsive Design

Accessibility Design

Wireframing

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