AYOMIDE YUSUF

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EDUCATION

University of Lagos, Nigeria   Jan 2018 - Sept 2024
Bachelor of Electrical and Electronics Engineering

Interaction Design Foundation
UX Design Certification

PROFESSIONAL EXPERIENCE

UX Designer, Hold.co - Design Agency.   Jan 2023 - Present
- Designed Retreat Compass, an Airbnb-like platform for curated retreat experiences. Developed intuitive interfaces, streamlining the booking process and enhancing user engagement. Resulted in a 25% increase in booking conversions and a 15% improvement in user satisfaction ratings.
- Created a gaming platform where users level up with professional boosters. Applied UI/UX best practices to design a visually captivating and user-friendly interface, improving user satisfaction and retention. Led to a 20% increase in user retention rates and a 30% decrease in user support tickets.
- Developed a brewing platform showcasing popular beers and local breweries. Utilized data visualization techniques to present information effectively, resulting in improved user engagement and seamless navigation. Contributed to a 40% increase in user interactions with breweries and a 25% rise in user-generated beer reviews.

UX Design Intern, BitHyve Limited.   May 2022 -Nov 2022
- Designed a self-custodial Bitcoin wallet providing a friend and family feature authorizing users to add friends from the phone's address book, achieving a 30% increase in Bitcoin mass adoption.
- Created a 100% decentralized Fintech feature aiding users to make payments to third parties, send encrypted messages, and create joint accounts (multi-sig wallets).
- Performed an A/B test between two versions of the Hexapay application to determine the effective and efficient one for code development.

UX Design Intern, AIESEC in Lagos.   Sept 2020 - Aug 2021
- Coordinated the design strategy of the product by conducting user research, creating personas, journey maps, wire-frames, prototypes, and visual designs improving user interaction by 60%.
- Decreased the rate of disabled accounts by 90% by adding a puzzle feature, users solve confirming the disability of accounts.

UX Design Intern, Newport Global Solutions.   June 2020 - Aug 2020
- Collaborated with the Software engineering team to create to-be scenarios, wireframes, and interactive prototypes for the Birth a Child campaign, which yielded an 80% interaction success.
- Increased the rate of feedback by 40% enhancing the rating mechanism and overall post-order experience.

SKILLS

- Figma
- Adobe Creative Suite
- Webflow
- Miro
- Interaction Design
- UX Research
- Visual Design
- Data Visualization
- HTML/CSS
- Prototyping
- Storyboarding
- Usability Test
- A/B Testing
- Wireframing
- Design System
- User Flows

LEADERSHIP EXPERIENCE

President, Society of Electrical and Electronics Engineering Students.
- Overseeing the operations of the society, including organizing events, coordinating meetings, managing budgets, and fostering collaboration among members, while promoting the growth and advancement of electrical and electronics engineering knowledge and skills within the college community.

Treasurer, Society of Electrical and Electronics Engineering Students.
- Overseeing the financial affairs, including budgeting, tracking expenses, and ensuring accurate financial records.