

Onofua Orezimena L.

<https://www.linkedin.com/in/thecreativemena/>
<https://dribbble.com/thecreativemena>
<https://www.behance.net/thecreativemena>
thecreativemena@gmail.com

Design adds value faster than it adds costs."

I enjoy working with Businesses on Design, Products & Engineering to innovate, build and manage products that work using design thinking, systems thinking and agile methodology. I have learned over time that the best way to build a magical product is first creating a robust and functional design the system makes work seamless

Skills

Visual Design
Adobe Photoshop, Adobe Illustrator, InDesign
Adobe XD

Prototyping
Figma, Invision, protopie

Interactions
Adobe AfterEffects

User Analytics & Testing
Google Analytics & HotJar

Research Documentation
Notion & Talebook

Task Management
Notion, Jira, Trello

Product Management
Miro & Whimsical

Visualization
Ms Powerpoint & Google Slides

Industry Knowledge

→ Product Design

→ User Research

→ Blockchain

→ Health Products

Industries I've worked In

Blockchain
Algorand, Cake Tool, CCfunds

Healthcare
LifeBank, Medicare, Medely, SooCute

Ecommerce
Agrifics, Arambee, Pizza Pizza Stackfill

Tech
AfriOne, Rogers

Entertainment
Viva Cinema

Tech Solutions
Utiva, Digital Planet

Real Estate
Reezuta, The Dutchess

Education

Rufus Giwa Polytechnic

Higher National Diploma, Electrical Electronical Engineering
2012 - 2018

Product School

How To Build Digital Products
July 2019

Product School

Product Management
Feb 2019

Most Recent Work Experience

Slco Agency

Lead Designer

A Silver Lining Consultancy & Agency, based in New York City that understand the power of constructing creative zones for developing big, impactful work.

My Contributions

- Designed Landing Pages for clients to increase sales and reduce bounce rate
- Created a desisgn system into reduce the taken to design new products or update existing products
- Designed banners and posters for blogs and social media.
- Created new product mockup, and conducted user research and beta testing
- Designed Agrifics, an ecommerce platform that into agricultural products, connecting small and large scale farmers to buyers globally.

Methodology

Design Thinking, System Thinking

Tools

Figma, Notion, Adobe Illustrator, Adobe Photoshop, Whimsical, Google Analytics, Powerpoint, Dropbox

LifeBank

Lead Designer

LifeBank is a health logistics company that delivers medical supplies to Hospitals in Africa using technology and a multi modal distribution platform.

My Contributions

- Created the design system used for digital and physical products
- Designed process flow for covid testing centre used in 5 states across Nigeria
- Designed QUIP, initially a data collection platform for medical equipment, now optimized into offering maintenance of medical equipments to healthcare faciliities
- Designed 4 products, that generated over \$500k in revenue
- Created a system where file sharing and storage can be accessed by everyone using Google Drive & Google Keep
- Designed landing page for new products and newsletters.

Methodology

Design Thinking, System Thinking

Tools

Figma, Notion, Adobe Illustrator, Adobe Photoshop, Adobe AfterEffetcs, InDesign, Google Analytics, Powerpoint, Dropbox, Basecamp, Asana

Arambee

UX Designer

ARAMBEE is a free for all online shopping/shoppers' mall basically for producers of local (Nigerian) products, goods and services.showcase and sell their AMAZING goods, products and services to the world.

My Contributions

- Conducted user reserach to constantly improve the UX of the platform
- Improved the UX of the mobile users, conducting research aimed at optimizing users experience
- Created the design system used for digital and physical products
- Designed banners and posters for blogs and social media.
- Designed landing page for new products and newsletters.

Thank you for reading through!