

Jackson Onyeka

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SUMMARY OF QUALIFICATION

An experienced Product Designer/Manager with hands-on experience working in both structured and unstructured environments with in-depth knowledge of Agile methodologies. An excellent communicator with the ability to establish and maintain effective relationships with stakeholders and facilitate group sessions. Skilled in Requirement Analysis, User Research, UX/UI, Web Development, Prototyping, and Testing. I am a team player focused on strategically assessing business needs and contributing to optimal project delivery through the design thinking approach.

EDUCATION

Sep 2018 – Oct 2019

Master's in Business, Entrepreneurship and Technology (MBET) University of Waterloo (Graduated top 3.7/4.0 GPA)

Aug 2010 – May 2014

BSc. Computer Science, Ashesi University

SKILLS

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| • JIRA and Confluence for project management | • Agile Software Development | • Web design languages (HTML, JavaScript, CSS, WordPress, Python) |
| • AdWords, Google Analytics | • Photography | • Dev tools: Github, Bitbucket |
| • Adobe Tools: Photoshop, Illustrator, InDesign and Premiere Pro, XD | • Prototyping tools: Figma, Invision, Marvel, Balsamiq | • SQL, Excel, Visio, LucidChart, Powerpoint |

PROFESSIONAL EXPERIENCE

Product Designer(UI/UX), Blackfyre Inc.

Jul 2019 - Jan 2020

- Conducted user research for stakeholders in the mobile application and converted findings into customer journey maps and user stories.
- Working with design systems to ensure all deliverables conform with visual libraries, style guides, and providing design direction during planning, strategy, and roadmap discussions.
- Designed and develop use case diagram and process flow diagram using Lucidchart to help visualize the scope of the project.
- Providing design direction during planning, strategy, and roadmap discussions.
- Translating flow diagrams into low fidelity wireframes, high fidelity mock-ups, and interactive prototypes using Balsamiq, Photoshop, and Figma.
- Collaborating with developers to implement designs and used bitbucket for version control.

Senior UI/UX Designer, Ronin

Jul 2016 - 2017

- Directly responsible for all web projects including the creation of websites, newsletters, landing pages, and other marketing tools to improve the market exposure of our clients.
- Directly responsible for engaging with different clients to gather software requirements and ensure alignment with the development team and satisfy stakeholder requirements.
- Served as a lead for web app solutions, leading to a 30% increase in client acquisition and bringing an additional revenue of \$120,000 to the company.
- Responsible for documentation of detailed design specifications for client projects.
- Managed a 4-person team and responsible for the development of user interfaces as well as production and analysis of landing page campaigns that increased revenue by 35%.
- Facilitated user research and requirement analysis to ensure applications are tailored to meet stakeholder needs.
- Defined analytic requirements to help monitor the customer user experience and use the metrics to drive suggestions for improvement.

- Conducted usability testing to drive optimum functional designs and evaluate recommended solutions for client projects.

Front-End Developer, Ronin

Jun 2015 - 2016

- Developed over 20 websites and landing pages using HTML, JavaScript, CSS and WordPress for clients and optimized them using Google Analytics & Google Tag Manager.
- Collaborated with the internal software team to ensure applications are programmed to meet design guidelines and meet both the client's needs and technical constraints/requirements.
- Prepared various forms of content for multiple formats such as flyers, infographics, outdoor graphics, social media graphics, and other marketing materials.
- Prepared marketing campaigns and managed professional social media, which increased the public awareness of the company and engaged customers by 20%.
- Created newsletters and integrated it into email campaigns using MailChimp which improved client retention rate by 5% for the company.
- Utilized Google AdWords and Google AdSense to optimize traffic conversions for various client accounts.

ADDITIONAL EXPERIENCE

Technology Consultant, Carfax (Waterloo, ON)

Apr - Jun 2019

- Developed competitor analysis in conjunction with analytics teams for stakeholders to identify the most prominent mobile app features utilized by the Canadian market.
- Coordinated focus groups, design of experiment, and conducted primary research to get insight on the possible target market.
- Developed a website showcasing findings and suggested actionable recommendations to help the client maximize the deployment of their mobile application.

Product Manager & Creative Director, Hatixa Solutions

Aug 2017 - 2018

- Developed a mobile application called 'PEEP' with a team of developers and analysts to revolutionize advertising engagement on mobile phones.
- Conducted feasibility studies, A/B testing methods, and developed project plans as well as progress monitoring which was managed using Asana collaboration tool.
- Created wireframes, low & high-fidelity mockups and interactive prototypes using Balsamiq, Photoshop, Illustrator, and Invision.
- Provided marketing materials for launching the application through social media, landing page designs, and Below the line (BTL) advertising campaigns.
- Technology got acquired by investors for \$552,000 vested over 3 years.

EXTRACURRICULAR ACHIEVEMENTS

MBET, University of Waterloo

Oct - Dec 2018

- UW Hult Prize competition Winner, 2018. (1 of 3 prizes from 1000+ applicants).
(<http://bit.ly/HultPrizeQollabo>)

BSc. Computer Science, Ashesi University

Oct 2014 - May 2015

- Developed a web application to help students in rural areas of Ghana to learn math using Khan Academy video content. (<http://bit.ly/achievementashesi>)

CERTIFICATIONS

Professional Scrum Master

[See Credential](#)