

**Darrin Offu,**

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<https://cruise-ux.github.io/myportfolio/>

## Professional Summary

Dynamic and innovative **UI/UX Designer** and **Flutter Developer** with a proven track record of creating intuitive, visually stunning, and user-focused digital experiences. Known for quick thinking, creative problem-solving, and a sharp eye for design details that drive user engagement. Skilled in marketing strategies tailored to unique audiences, particularly within the Nigerian and global tech spaces. A self-starter with a passion for merging functionality with beauty, always eager to push boundaries in design and technology.

## Skills

### Design & Development

- UI/UX Design, Prototyping, Wireframing,
- Flutter Development, Firebase Integration, API Connectivity

### Marketing & Strategy

- User Behavior Analysis, Audience-Centric Campaigns
- Brand Development, Social Media Engagement
- Quick, Adaptable Thinking for Problem-Solving

### Technical Tools

- Figma, , Dart, Flutter, Firebase,
- HTML, CSS, JavaScript

### Soft Skills

- Quick Learner, Creative Problem Solver, Strategic Planner
- Excellent Communication, Collaboration, and Time Management

## Experience

### UI/UX Designer & Developer

*Freelance / Personal Projects* | [02/2022 – Present]

- Designed visually engaging interfaces for web and mobile applications, focusing on seamless user journeys.
- Delivered **Styleet**, a hairstylist booking app, integrating user, stylist, and admin systems with

responsive layouts.

- Designed **ScanPay**, a fintech app with minimalist design, featuring scanning technology for money transfers.
- Designed an E-voting applications
- Designed a mental health applications called **Mental paddi**
- Developed marketing campaigns tailored to Nigerian students for a social gathering.

## Strategist

*Freelance* | 07/2023 – present

- integrating branding strategies that boosted client engagement.
- Created visually appealing portfolio sites for international clients, with an emphasis on storytelling and user interaction.

## Education

### B.Sc. in Logistics and Transport Technology

Federal university technology owerri (FUTO) | Owerri, Imo state | Graduate: 2025

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## Notable Projects

### Styleet

- A mobile app enabling hairstylist bookings with features like user reviews, service tracking, and rebooking options.
- Focused on modern, appealing UI design and a smooth user flow.

### Jiggy

- A social media platform for students with unique features like school-specific messaging, anonymous posts, and code-based random chats.
- Designed marketing strategies to attract early adopters in the Nigerian market.

### Couples Bucket List App

- A Flutter-based app allowing couples to create, track, and share bucket list activities.
- Integrated note-taking and photo uploads for a personal touch.

### Fintech App – ScanPay

- Designed a sleek and functional UI for a mobile payment app, prioritizing user convenience with QR code transfers.

## Core Achievements

- Spearheaded creative marketing strategies that increased app engagement by 20%.

- Transitioned from basic design skills to mastering UI/UX and Flutter development within two years.
- Won second place in a Hackathon.

## **Hobbies & Personal Development**

- Passionate about designing innovative, fun, and useful apps like **Fumbler**, reversing the conventional dating-app narrative.
- Enjoy learning new tools and technologies like motion design and cybersecurity.
- Enthusiastic about creating digital experiences.