

# UCHE OKORO

UI-Graphic / Web Designer

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## Professional Summary

Experience Designer with over 8 years of global experience creating intuitive, user centered digital products. Skilled in design thinking, wireframing, and usability testing. Passionate about leveraging AI tools like Midjourney and Figma to enhance customer engagement and brand storytelling. Led design teams to deliver measurable impact in B2B and tech environments.

## Skills

**Design & Tools:** Figma, Adobe Creative Suite, Sketch, WordPress, Canva, Salesforce Pardot, Midjourney AI, HTML/CSS

**UI/UX Expertise:** Wireframing, Prototyping, User Testing, Design Thinking, Visual / Responsive Design

**Other:** AI Prompt Engineering, SharePoint Customization, Team Management

## Employment History

### UI Graphic / Web Designer

2021 - 2025

*International Institute for Learning, Inc.*

New York

- Designed and deployed AI-powered web interfaces, boosting user engagement by 30%.
- Assisted with user research and cross-functional usability testing to identify UX challenges, applying iterative design improvements that reduced bounce rate by 18%.
- Created wireframes, prototypes, mockups, and website designs, ensuring an intuitive and engaging user experience.
- Implemented and managed Salesforce Pardot campaigns, boosting email CTR by 25% and improving customer retention by 15%.
- Collaborated cross-functionally to enhance brand consistency and optimize digital assets for scalability.

### Sr. UI Designer

2019 - 2021

*BigCodeGen LLC*

Texas

- Designed user-centric interfaces focusing on user flows and navigation.
- Created responsive websites and apps using Figma based on user research.
- Applied responsive design principles to ensure seamless experiences across all devices and platforms.

### Lead UI Design

2017 - 2019

*Jokayden Creative House*

Chicago

- Developed end-to-end design systems, wireframes, and visual UI specifications.
- Optimized signup flow UX, increasing conversion by 22%.
- Conducted usability testing to validate design choices and improve overall functionality.

### Sr. UI / UX Designer

2010 - 2016

*Tavia Technologies*

Lagos

- Led a team of 10 designers and developers to deliver global telecom projects with a focus on seamless UX.
- Designed and developed a high-revenue telecom website, using strategic branding and redesign to improve conversion rates by 3.6%.
- Built a reporting system for functional units, streamlining internal workflows and increasing efficiency.
- Conducted usability testing with 20+ users to validate new interfaces.

## Education

### Non-Credit Professional Certificate, Graphic Design

*University Of Colorado*

Colorado, USA

### BTEC - Higher National Diploma, Business Management

*Brighton School of Business & Management*

London, United Kingdom

## Certification

**Foundations of UX Design – Google | UX Design Process: Empathize, Define, and Ideate – Google | The Guide to Ai & Prompt Engineering – Udemy ChatGPT Masterclass | SharePoint Customization and Branding – SP Innovations | User-Centered Design (UCD) – Globe Soft, Egypt**

## Projects

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### **Intrado Virtual Conference Platform Design** | *Figma, Adobe Illustrator, Photoshop, InDesign.*

- Designed branded virtual conference environments for global training events.
- Created landing pages, session dashboards, and interactive exhibitor booths to improve attendee engagement.
- Delivered consistent, scalable visual assets and templates aligned with corporate identity.

### **E-learning Dashboard & Website** | *Figma, Adobe Photoshop, WordPress.*

- Designed and prototyped an e-learning dashboard and training website to enhance student learning journeys.
- Developed modular components in Figma, improving completion time by 40%.
- Collaborated with educators and SMEs to align UI/UX with instructional design principles.

### **Salesforce Pardot Email Campaigns** | *Salesforce Pardot, Adobe Photoshop, Illustrator, InDesign.*

- Designed personalized email campaign templates aligned with brand identity.
- Improved email CTR by 25% and customer retention by 15% through optimized layouts and visual hierarchy.
- Collaborated with marketing teams to implement A/B testing and refine design strategies based on user interaction data.

### **Telecom Digital Experience Redesign** | *Adobe Creative Suite, CorelDRAW, HTML/CSS.*

- Designed static and dynamic websites for telecom product suites, including merchant service applications.
- Created corporate identity, branding systems, and marketing materials.
- Collaborated with end-clients and offshore teams to deliver consistent, scalable digital solutions.

### **Workflow Automation UI Design** | *Nintex, SharePoint, Adobe Creative Suite.*

- Guided developers in applying UX/UI best practices for workflow systems.
- Improved usability and design consistency across telecom process automation tools.

### **Banking Portal Redesign** | *Figma, Adobe Photoshop, Illustrator, InDesign, CorelDRAW, HTML/CSS.*

- Designed banking online portal with new information architecture and content strategy.
- Produced wireframes, flow diagrams, and mockups to streamline customer transactions.
- Conducted usability testing with stakeholders to validate and refine design solutions.

## Additional Information

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### **Accomplishments**

- **Microsoft Award:** Contributed to the Tavia team's success in winning the Microsoft Rookie of the Year, Microsoft Customer Experience Award, and Microsoft Country Managers Award.
- **Design Award:** Received the "Best UX/UI Design" award at a prominent industry event for an innovative design solution.