ABIOLA **MUIZ** OLAMIDE

Contact

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📍 Peterborough, United Kingdom

Education

2021
Diploma of higher education in logistics
The Polytechnic, Ibadan, Nigeria.

2014
West African Senior School Certificate (WASSCE)
Promise International College, Lagos, Nigeria.

Personal Attribute

- ✓ Strong sense of aesthetics, typography, color theory, and layout principles.
- ✓ Ability to create innovative, visually appealing, and user-friendly designs.
- ✓ Strong User-Centered Mindset.
- ✓ Detailed-oriented & Precision.
- ✓ A growth mindset to keep improving and pushing design boundaries.
- ✓ Maintains exceptional work quality and sound judgment in demanding conditions.
- ✓ Highly teachable and free-spirited.
- ✓ Ability to work under minimal supervision
- ✓ Reliable, responsive and Client-centric.
- ✓ Excellent written and verbal Communication

Skills

- ➤ Design Software Mastery in **Adobe Creative Suite** including Photoshop, Illustrator, XD
- ➤ Proficiency in Figma & Sketch
- ➤ Wireframing & Prototyping (Figma, Adobe XD, Balsamiq, Axure).
- ➤ User Flow Design & Information Architecture.
- ➤ Design Systems & Branding
- ➤ Knowledge of Front-End Development
- ➤ Usability Testing & Research

Creative, detail-oriented, and user-centered UI/UX & Graphics Designer with a deep passion for crafting **visually stunning and intuitive designs**. Equipped with a strong foundation in **Adobe Creative Suite (Photoshop, Illustrator, XD), and Figma,** I thrive on transforming complex ideas into seamless, interactive experiences that engage users and drive results.

With a strong problem-solving mindset, I have a knack for wireframing, prototyping, responsive design, and brand storytelling, ensuring that every design decision aligns with both business goals and user needs. I have a keen eye for typography, color theory, and composition, allowing me to create designs that are not just functional but also aesthetically compelling. Beyond visuals, I also have considerable knowledge of front-end fundamentals (HTML, CSS, basic JavaScript) and usability testing (Hotjar, Maze), giving me an edge in bridging the gap between design and development.

I am seeking opportunities to bring my skills to a dynamic team, contribute to meaningful projects, and grow as a designer. Whether it's branding, UI/UX design, or interactive experiences, I am driven by the power of design to enhance user engagement and create impactful digital products.

Experience

Graphic and UI/UX Designer   **March 2021- May 2023**
Kingdav concept communication,
Lagos, Nigeria.

- ✓ Revamped the UI/UX of an e-commerce platform, improving product page design, checkout flow, and mobile responsiveness, which led to a 40% increase in user engagement and a 25% boost in conversion rates, reducing cart abandonment by streamlining the purchase process.
- ✓ Designed and implemented a scalable design system for a SaaS dashboard, ensuring uniformity across web and mobile apps, reducing design-to-development inconsistencies, and cutting feature rollout time by 50%, improving product scalability and user experience.
- ✓ Redesigned the mobile banking app interface for a fintech startup, making transactions more intuitive, enhancing accessibility features, and optimizing navigation, which resulted in a 50% reduction in user complaints and a 20% increase in app adoption among new customers.
- ✓ Developed high-converting social media and digital marketing assets for a tech startup's product launch, improving ad creatives, email templates, and landing pages, which contributed to a 60% rise in social media engagement and a 35% higher click-through rate (CTR) on paid campaigns.
- ✓ Optimized the UI/UX of a B2B SaaS analytics platform, simplifying complex data visualization and improving dashboard usability, leading to a 30% reduction in customer support queries and a 15% improvement in daily active users due to a more intuitive workflow.
- ✓ Leveraged AI-driven design tools (Adobe Firefly, Midjourney) to streamline content creation for an online education platform, reducing manual design workload by 40%, enabling faster course updates, and enhancing student engagement with interactive visuals.
- ✓ Conducted usability testing and A/B testing on an enterprise HR management system, identifying pain points in the employee self-service portal and implementing UX improvements, leading to a 30% increase in task efficiency and a 20% higher employee satisfaction score.
- ✓ Led the brand identity redesign for a hospitality business, creating new logos, typography, and visual assets for digital and print marketing, which resulted in a 15% increase in brand recall and higher engagement on booking platforms.
- ✓ Managed and executed over 100+ design projects across multiple industries (fintech, e-commerce, SaaS, healthcare, and education), consistently meeting tight deadlines while ensuring high-quality, user-centered design solutions that drove business growth and customer retention.