## CONTACT

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📍 Shell Nsimeyong, Yaounde

## PORTFOLIO

https://www.behance.net/nadinehadjeu

## LINKEDIN

linkedin.com/in/hadjeunadine05

## EDUCATION

**CAASITECH ACADEMY     2022**

- Training in UX/UI Design and soft skills such as communication and others

**2018 - 2021**
**SIANTOU UNIVERSITY INSTITUTE**

- Bachelor in Computer Software Engineering

## SKILLS

- User Centered Design
- Design and Creativity
- Prototyping
- Wireframing
- User Research
- Information Architecture
- Responsive Design
- Graphic Design
- Communication
- Team Work
- Problem-Solving
- Adaptability
- Attention to Detail

## LANGUAGES

- English (Native)
- French (Moderate)

## SOFTWARE

- Figma
- Adobe XD
- Adobe Illustrator, Photoshop
- Invision
- HTML/CSS/JS
- Miro

## DESIGN FOR IMPACT

"I design experiences that connect people, solve problems, and create lasting impact."

# NADINE HADJEU

## UI/UX / PRODUCT DESIGNER

## PROFILE

Creative and user-focused UX/UI & Product Designer with 4+ years of experience designing impactful digital products across web and mobile platforms. Skilled in user research, wireframing, prototyping, usability testing, and creating design systems that improve product efficiency and satisfaction. Experienced in leading design teams, mentoring young designers, and aligning design strategy with business goals. Passionate about using design to solve real problems, empower communities, and make technology more human.

## WORK EXPERIENCE

### Caasitech Group

**UI/UX / Product Designer**                    JAN 2022 - PRESENT

- Developed and implemented a new design system using M3 design approach, resulting in a 5% increase in design consistency and implemented all user flows, high fidelity wireframes and prototype for the waste management B2C mobile app and for the web version of the admin portal EcoCaasitech resulting in a 15% increase in user engagement..
- Collaborated with stakeholders and product owner to define product requirements for the emergency B2C mobile app SOSbyCaasitech, resulting in a 15% increase in product alignment with user needs and redesigned the payment feature for SOSbyCaasitech resulting in a 10% decrease in user complaints and an overall improvement in product quality.
- Created wireframes, prototypes, and user flows for complex features including the dashboards and other features for a B2B performance management platform PERFORMBYCAASITECH, reducing development time by 10% and improving overall product usability.
- Developed and implemented M3-based design systems, improving design consistency by 15% and designed high fidelity wireframes and prototype for the B2C service Marketplace web app KMERLINK connecting service providers to customers.
- Caasitech Academy Website – Redesigned and optimized the Academy's website to improve course discoverability and conversion rates.

### ETS NTECH

**Graphic Designer Intern**                    JUN 2021 - AUG 2021

- Worked with product and marketing team to design marketing flyers which improved ad performance by 10%

### Visionary Technology Company

**Software Developer Intern**                    JUN 2020 - AUG 2020

- Collaborated with senior software developers to understand requirements and business specifications and coded the frontend of a mini project named School Portal

### Leadership and Community Impact

- EcoCaasitech Cleanup Campaign – Led Yaoundé Seven clean-up project, mobilizing volunteers and improving the local environment.
- Organizer, Tech Excellence Masterclass – Training youths in Web, UX/UI, and Mobile App Development.
- Speaker & Mentor – Advocating for women in tech and digital inclusion in Cameroon.