

# Adebayo Ibiyemi

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Creative and detail-oriented Web Designer with over 3 years of experience designing visually stunning and user-friendly websites. Proficient in using design and prototyping tools such as Sketch, Adobe and Figma to deliver effective design solutions that meet user needs and business objectives.

## EXPERIENCE

### Web Designer

Jun 2022 - Present

Edge, Miami, FL. USA

- Redesign the business landing page and lead creation forms using only existing components, reducing the bounce rate by 60% and converting leads by 35%
- Collaborate with the Senior UX Designer and stakeholders to gather requirements, user feedback, and business objectives for website designs
- Work with a senior engineer to develop a consistent design system and style guide to standardize design templates for websites
- Create moodboards, wireframes, prototypes, and high-fidelity designs that effectively communicate design concepts and solutions

### Product Designer (UX/UI)

Apr 2020 - Present

Freelance, Worldwide

- Worked on multiple projects simultaneously and delivered high-quality designs within deadlines
- Designed and developed landing pages, collections, and web apps: generated a 30% conversion rate across all products
- Created interaction strategies that helped develop navigation and flow, design wireframe and interactive prototypes, organize content and advocate for the needs and goals of real users.
- Implemented UX strategies by creating inclusive experiences through research and empathy
- Develop and maintain design systems and style guides to ensure consistency across all digital touchpoints
- Conducted usability tests with more than 40 users to better understand user behaviors and usability patterns on responsive devices
- Conduct user research and usability testing to validate design decisions and iterate on designs
- Designed and developed landing pages, collections, and web apps: generated a 30% conversion rate across all products

## SKILLS

Ability to work independently, Ability to handle entire project, Strong communication, Collaboration with stakeholders, Focus on user-centered design, Usability Testing, Information Architecture, Agile methodology, Prototyping, Html, Css & JavaScript, Excellent problem-solving skills, Design solutions for user needs, Project management, User Interface Design, Excellent communication, Ability to manage multiple projects, Web design, Adobe XD, Aesthetics, Design best practices, Take ownership of projects

## LICENSES & CERTIFICATIONS

Google UX Design Professional Certification

2022