

# Ifeanyi-Okoronkwo, Chisom

## PRODUCT DESIGNER

### WORK EXPERIENCE

#### Product Designer / Anheuser-Busch InBev

MARCH 2021 — PRESENT (LAGOS, NIGERIA)

- Designed Payment Reconciliation Software implemented across four countries, driving operational efficiency, improving data visibility, and mitigating risks.
- Designed intuitive and engaging product interfaces, earning positive feedback from 80% of users.
- Collaborated with a cross-functional team of UX designers and engineers to develop inter-departmental platforms, reducing staff complaints by 65%

#### Product Designer / Borderlesshr

January 2020 — February 2021(ONTARIO, CANADA)

- Introduced user-focused design processes, increasing successful onboarding by 87%
- Designed intuitive and engaging admin interfaces, increasing data visibility by 90%.
- Conducted 20+ usability tests with customers, incorporating feedback and raised existing profiles completion by 55%

#### Interaction Design / Glocally

MAY 2021 — JULY 2021 (MUNICH, GERMANY)

- Planned and conducted design research, validated ideas via MVEs and prototype.
- Designed the product user interface from low fidelity to high fidelity.
- Designed Story map and ensured product mock-ups were in sync with the story map.

### PROJECTS

#### Product Designer / Ai-banc

MARCH 2022 — MAY 2022

- Conducted user research, in-depth interviews, and qualitative research to uncover the needs of product development.
- Increased mobile app user engagement by 68% through the design of an intuitive interface
- Directed, designed, and prototyped a new digital application experience, leading to an increase in active users by 40%

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### EDUCATION

#### Digital Product School

Interaction design  
Munich, Germany

#### SheCodeAfrica

UI/UX Design  
Lagos, Nigeria

#### University of Nigeria Nsukka

BA History & Internatiaonl studies  
Enugu, Nigeria

### SKILLS

Interaction Design  
Prototyping  
Visual design  
User research  
User Flows  
Usability Testing  
Product thinking  
HTML/CSS/Javascript

### TOOLS

Figma  
Miro  
Whimsical  
ProtoPie