

Ismail Ahmad

UX Designer

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Google UX Certificate



Member since 2018



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Summary

Human-centric UX Designer with zest for functional and aesthetic design, delivering real-world usable software products that create lasting experiences for individuals and ROI for businesses. I am multidisciplinary with over 6years of experience designing.

Experience

UX Designer — Mezovest (Present)

I am currently leading the design development of all Mezovest products. Researching, designing user interfaces, responsive websites design, wireframes, flows, and experience. Overseeing the development of mobile applications, websites, and web applications like **Spatch a delivery app**, **Mezoshops** a virtual store for vendors, **Mezovest** a business tool that facilitates loan, and all the other products in development.

Founder, Design Lead — Cadara (Present)

Cadara is a team of proficient designers put together by me, emphasising on strategy, experience, and brand design. We used our collective expertise to build and solve problems for businesses like **CadanaPay**, **FoMA**, **Chrisland** and **Brass Bank** to mention a few. As the Lead Designer, I oversee concept development, project management, and conduct research and usability testing.

Design Intern — Landor & Fitch (2020)

The internship focused on learning Landor's and Fitch approach to designing, creating a winning strategy, experience, expression, memories, stories, and voice for brands.

Product Designer — NCK Technologies (2017-2020)

As the Lead Designer at NCK, I had the opportunity to work on nearly every top company in Nigeria. Notable contributions include interaction design, mobile and website application for **SME Funding Connect** in 2019 for **Fidelity Bank of Nigeria**. I use design thinking to solve problems for **Diamond Bank**, **Landmark Hotel**, **DagDag**, and others. Designed **EasyDispatch** a logistics platform making the company valued at \$5million+ in the second year.

Education

National Institute of Information Technology

Diploma in IT Fundamental — 2014

UX Design Institute

Diploma in UX Design — 2021

Skills

User Experience Design • Research • Visual Design • User Interface Design • Wireframing • Prototyping • HTML/CSS & JS • Usability • Product Management • Design System • Web Design