

IDOWU OLUWATOBI

FRONT-END DESIGNER | UX/UI DESIGNER | PRODUCT DESIGNER

Abuja

Creative Front-End Designer, UX/UI Designer, and with expertise in developing user-friendly digital experiences.

Skilled in designing and building responsive websites and SaaS MVPs using tools like Figma, HTML, CSS, and JavaScript. Focused on solving problems and delivering impactful fintech and e-commerce solutions. Ready to bring value and innovation to your team.

Willing to relocate: Anywhere

Work Experience

Entry Level Ux Designer

Upwork

Present

Jan 2023- Present

- Designed a low-fidelity prototype fintech, increasing user engagement.
- Conducted user research to inform design decisions, resulting in a 30% improvement in usability.

FREELANCER

Upwork

July 2024 to Present

Hello, am Idowu Tobi, a Product Designer specializing in MVP solutions that drive engagement and growth. Am experience on solving UX challenges for small businesses, and crafting intuitive UIs that are easy for new users to understand.

What I Offer:

- ❖ Engaging UX/UI Designs: Creating simple, visually appealing designs that captivate users and keep them engaged.
- ❖ Interactive Prototypes: Bringing designs to life with clickable prototypes, allowing you to test and refine the user experience.
- ❖ Strategic Design Improvements: Enhancing website and design features to boost performance, usability, and overall impact.
- ❖ Responsive Design Solutions: Ensuring seamless experiences across all devices, from desktop to mobile.
- ❖ Mobile Excellence: Crafting stunning app and mobile website designs that captivate and retain users.
- ❖ Wireframing & Mockups: Creating detailed wireframes and mockups to visualize and refine website designs before development.

Solving Design Problems:

My Workflow

- ❖ Step 1: Dive deep into user insights, crafting a journey map that illuminates their path.
- ❖ Step 2: Architect the foundation with precision, using wireframes to shape the skeleton.
- ❖ Step 3: Refine and iterate, testing prototypes with real users to validate design decisions.
- ❖ Step 4: Elevate and refine, honing the design's nuances to create an intuitive and engaging experience.
- ❖ Step 5: Launch with confidence, ensuring a flawless execution that exceeds user expectations.

Portfolios Website: <https://idowu-tobi.pages.dev/>

Education

DIPLOMA in COMPUTER SCIENCE

APTECH

Skills

- Prototype and Wireframing (Figma) (2 years)
- HTML, CSS, and JavaScript (for UI components) (3 years)
- Cross-Platform Design (Web & Mobile) (3 years)
- Interaction Design & Animation (2 years)
- User-Centered Design (UCD) & User Research (3 years)

Links

<https://idowu-tobi.pages.dev/>