



Jeffery Abdulateef

■ ■ Lagos, NG

A black and white photograph of four people in an office setting. A man in the foreground is pointing at a laptop screen. Behind him, two other men and a woman are looking at the screen or at documents. The word "UI/UX" is written in large, stylized letters across the center of the image, with "Designer" written below it in a smaller font. The overall theme is professional and focused on design.

# UI/UX Designer

Portfolio

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# Introduction

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# Introduction

02

My name is Jeffery, and I am a UI/UX Designer based in Lagos, Nigeria, with over 4 years of experience in creating solutions to both simple and complex problems through intuitive and interactive product design.

Starting the early days of my career as a Graphics and Web Designer, I grew eager to work with business and development teams and participate in the software development processes starting from ideation to functional requirements gathering, UI modelling and developer hand-offs for projects I have worked on. After earning an undergraduate degree in Computer Science from Babcock University in 2014, I have worked full time as a UI/UX Designer, where I create visually appealing interfaces that depict validated software requirements specifications and communicate data gotten from requirements gathering processes by simulating use-case experiences for software solutions using wire-framing and prototyping tools such as; Adobe XD, Sketch, InVision and MarvelApp.

Prior to working in the UI/UX field, I would often recognize how difficult to use a number of existing products were, and this created a drive in me to want to design products that are really easy to use, solve problems and touch lives; from the everyday user, to complex enterprise solutions.

Therefore, I have built deep interests in a career path that revolves around designing solutions for users in the everyday world. Unfortunately, the amplitude of technology has created a cesspool of poorly designed solutions that do not possess inclusive, intuitive and efficient human-computer interfaces and interactions.

Additionally, I strongly believe that the concepts of data-driven design and user-centered principles are vital in digital interactive product designs, and I am eager to nurture this zeal by taking on new challenges and ensuring that users' needs and requirements are put first in the design of digital user interfaces, while meeting business goals .

# My Projects

03

# My Projects

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## UI/UX Design



## Konnectore (Web & Mobile Application)

Flexip Group Technologies & Solutions - 2019

### Overview

Konnectore serves as a social and talent discovery platform, and is built to bridge the gap between vast talents across and beyond Nigerian borders, and the opportunities that await them. The platform enables users to engage socially, view talents on display and also participate as event contestants.

The image displays the Konnectore application across two devices. On the left, a smartphone shows the mobile app's home screen with a video thumbnail of a man singing, user statistics (2.1k Likes, 178 Comments), and a post by 'Victor Omemu' from 30 mins ago. On the right, a laptop screen shows the web application's sign-up page, featuring fields for Email Address (olajide.adelowo@email.co.uk), Password, Retype Password, and social media login options for Facebook and Google+. A decorative graphic of a crowd at a concert is visible in the background.

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# My Projects

## UI/UX Design

### Project Goal:

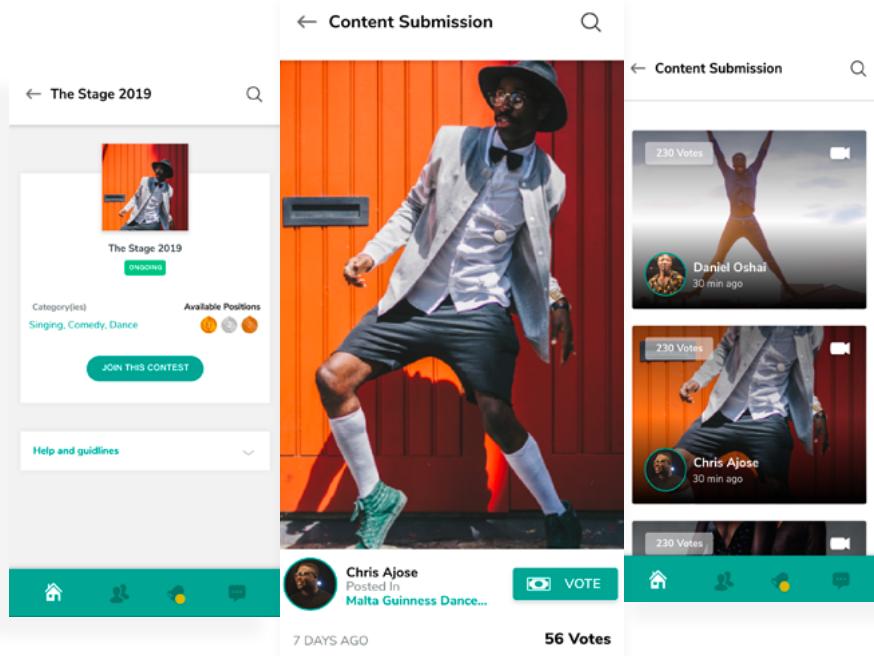
Create an interactive social platform for talent discovery

## Konnectore (Web & Mobile Application)

Flexip Group Technologies & Solutions - 2019

### What I did

Working as the sole designer and UX lead, with a team of developers and designers, I was responsible for the product requirements gathering, interface design, user interaction and experience, as well as its brand representation. As depicted by the UI, I prioritized the concepts of social networking and embedded its contest features along those lines.



# My Projects

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## UI/UX Design

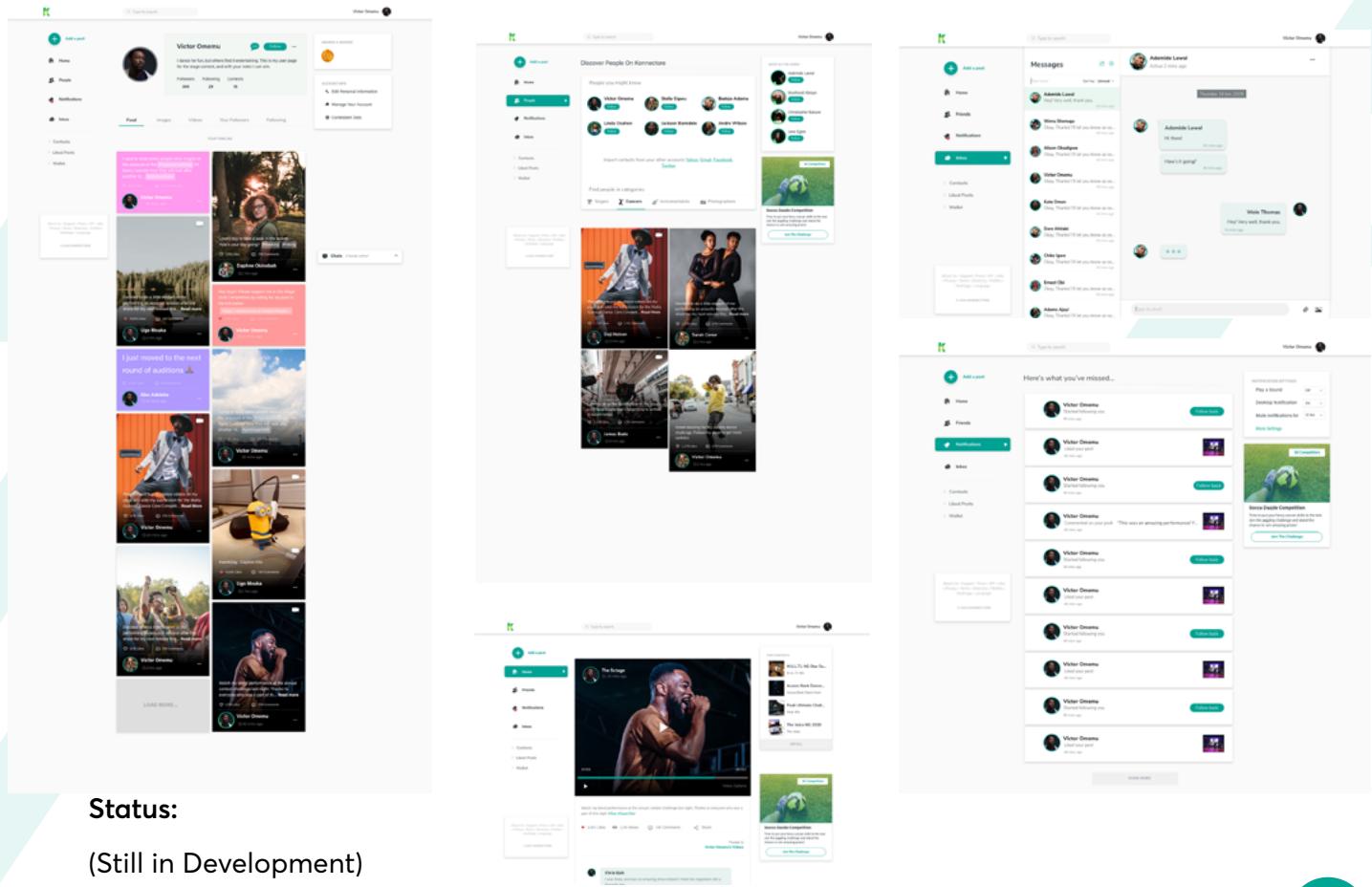
## Konnectore (Web & Mobile Application)

Flexip Group Technologies & Solutions - 2019

### Design Rationale

The konnectore interface uses a masonry grid layout to present content on users' feeds. This was my first attempt using such a layout, and it was interesting to see how this would solve the application's challenge with managing posts of varying aspect ratios. The posts on the platform accomodate for all media types, however, the focus is on text, images and videos at this stage.

### App Screens



#### Status:

(Still in Development)

# My Projects

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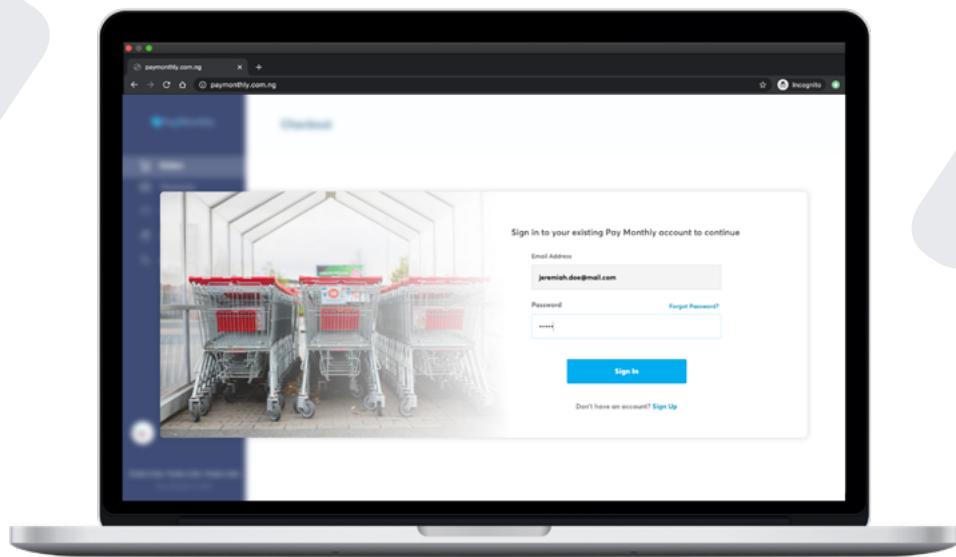
UI/UX Design

Pay Monthly (Web Application)

Freelance - 2019

## Overview

Pay Monthly is a financial technology company that stands as a credit facilitator for the quick purchase of items in a select category. The "Pay Monthly" application is designed to serve as a revamp of the existing solution known as "The Credit Store NG". The team wished to partner with popular storefronts in the nigerian e-commerce ecosystem, as well as physical stores, in order to provide credit payment options for the purchase of household items, furniture, electronics, gadgets and a lot more to it's registered users.



# My Projects

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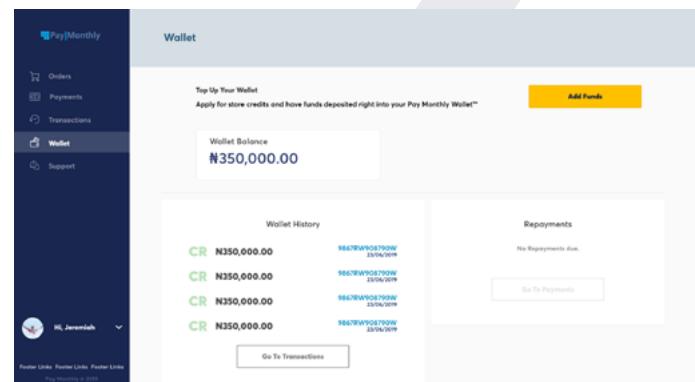
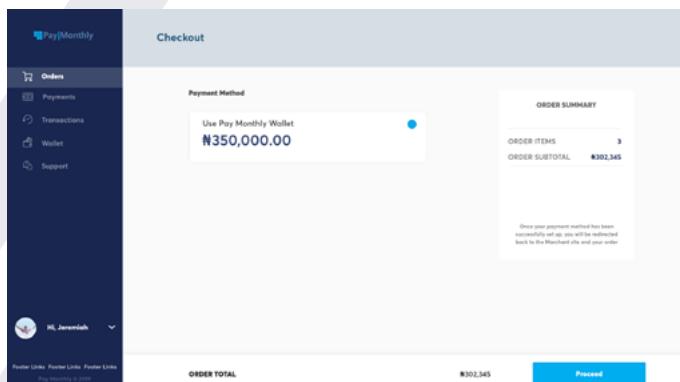
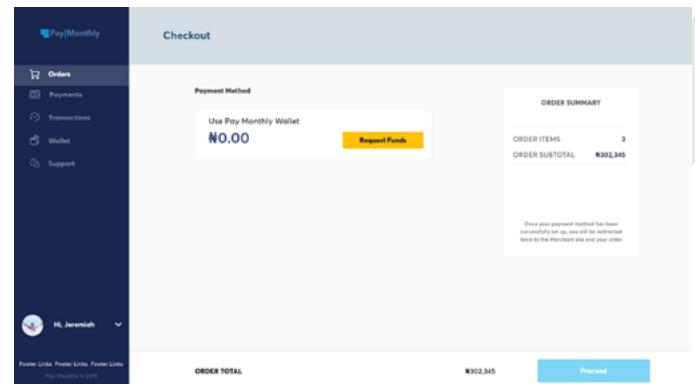
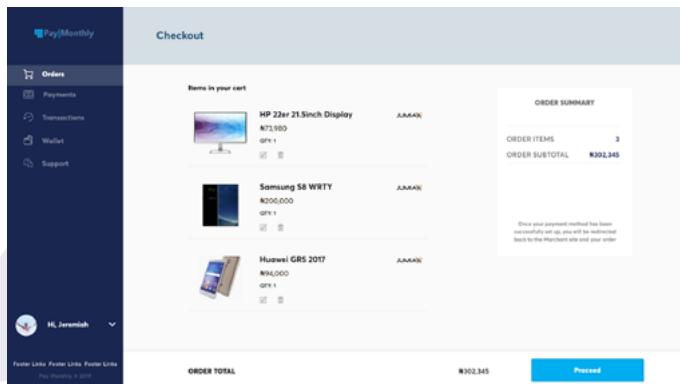
## UI/UX Design

## Pay Monthly (Web Application)

Freelance - 2019

### What I did

My contribution to this project was focused on designing the customised checkout page which users see when they select Pay Monthly as a payment option on one of the partner platforms. To get this right, I had to simulate the checkout processes of sites such as konga.com, jumia.com.ng and payporte.com, and understand how they handle their payments, as the product would serve as a credit wallet that needed to be seamlessly integrated with these products.



### Status:

(Still in Development)

# My Projects

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UI/UX Design

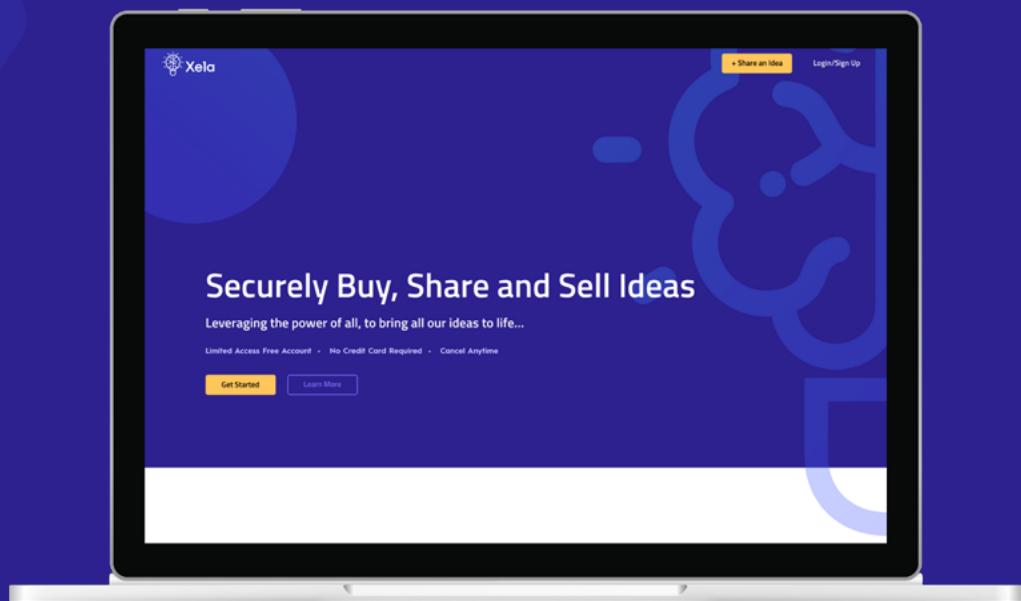
Xela - The idea Bank

Freelance - 2019

## Overview

Xela is an African platform that enables users share and browse ideas with the end goal of providing financial incentives to users with valuable ideas, and also connecting them with potential partners and investors.

The product serves as an idea hub that lets any user post ideas easily as concepts to a growing network of users, and also buy or sell ideas as a premium user on the platform.



# My Projects

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UI/UX Design

Xela - The idea Bank

Freelance - 2019

## My Contribution

I was consulted by the business owners to handle the interface design for the product. Due to inadequacy of preliminary findings, I also played the role of a Business Analyst to ensure that the products requirements were captured concisely. This involved drawing up analysis models such as; use case diagrams, process flows and relationship diagrams. The provisioned requirements were then used to create User Stories that cover varying scenarios in order to aid with testing the prototype and the implemented version of the product.

At the start of the project, the stakeholders were seemingly unable to communicate the full functionalities of the product, so I made comparative analysis to a couple of products such as Reddit and Product Hunt, and how their user experiences afforded the functionalities they required.

## The Process

In order to have as much insight to what the stakeholders envisioned form the product, I held three discussion sessions, which led to productive brainstorming and proper definitions of the features they had in mind. This meant involving them in the process of building the analysis models and functional requirements documents. Once this phase was completed, I moved to represent the requirements in the interface



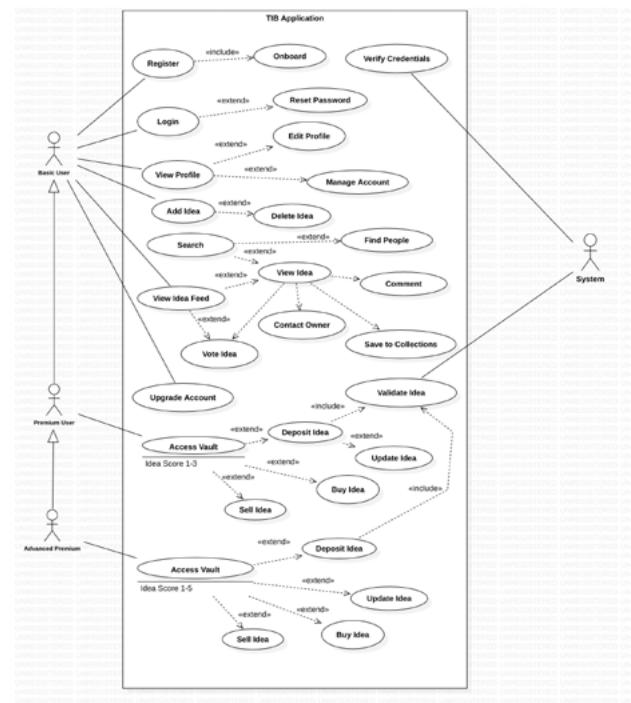
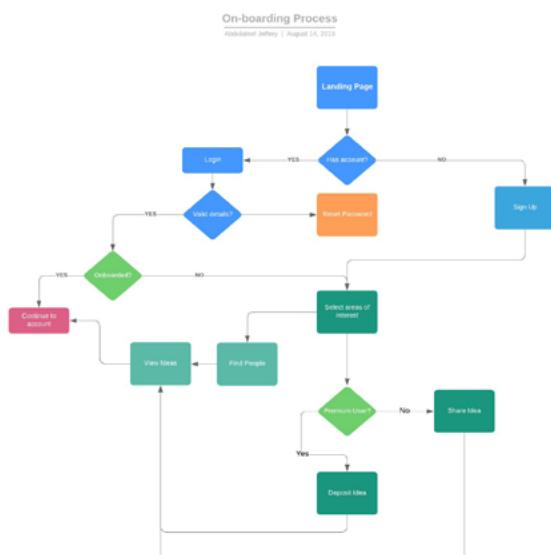
# My Projects

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## UI/UX Design

## Xela - The idea Bank

Freelance - 2019



USID	PRIORITY	AS A <type of user>	FEATURE GROUP	I WANT TO «perform some task»	SO THAT I CAN «achieve some goal»	FINAL STORY
1	High	A-KNT-1	Access	Access the platform by visiting the URL.	Experience the platform	
2	High	A-KNT-1	Registration	Register for an account on the platform	Obtain login details	
3	High	A-KNT-2	Login	Login to the platform with my details	Access my account	
	High	A-KNT-2	Profile	Edit my profile	Personalise my account	
	High	A-KNT-2	Profile	Make corrections or updates		
	High	A-KNT-2	Idea Feed	View a feed of ideas shared on the platform	see ideas that have been shared in the platform	
	High	A-KNT-2	View Idea	View contextual information on an idea	gain insights on the idea	
	High	A-KNT-2	View Idea	Find people on the platform	See authors or owners of ideas I view	
	High	A-KNT-2	Search	search for ideas	Find ideas by entering certain keywords into a search bar	
	High	A-KNT-2	Search	search for people	Find people by entering their names into a search bar	
	High	A-KNT-2	Filter	view ideas by category, phase, profit status	Filter and sort through search results and feed	
	High	A-KNT-2	Upgrade Account	Upgrade user account type to premium	access premium features available on the platform	
	High	A-KNT-3	Access Vault	Access the platform's idea Vault	see premium content shared on the platform	
	High	A-KNT-3	Sell Idea	Sell ideas on the platform	make money from my ideas	
	High	A-KNT-3	Buy Idea	Buy ideas on the platform	collect all rights to use the ideas	
	High	A-KNT-2	Share Idea	Share or post an idea	Notify users for new updates	
	High	A-KNT-2	Vote Idea	upvote an idea	positively rate an idea	
	High	A-KNT-2	Vote Idea	downvote an idea	negatively rate an idea	
	High	A-KNT-2	Save Idea	Save Ideas to a collection	easily find sections of ideas I come across on the platform	
	High	A-KNT-2	View Idea	Comment	Leave feedback on an idea	

### The Idea Bank User Story

This section is for the Priority drop-down list

High
Medium
Low

### Key Features

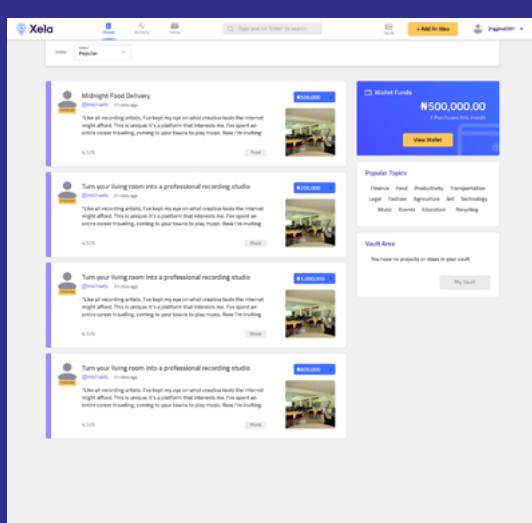
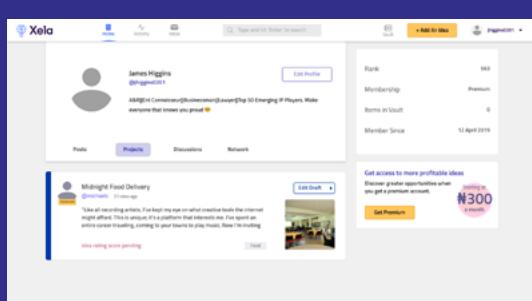
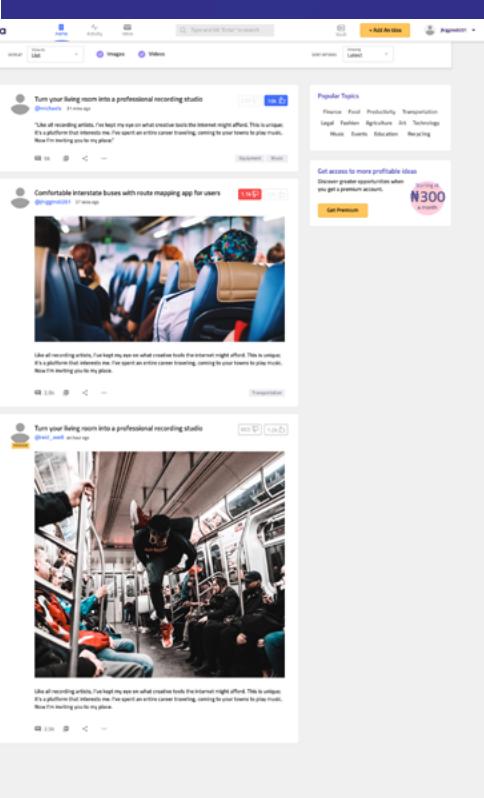
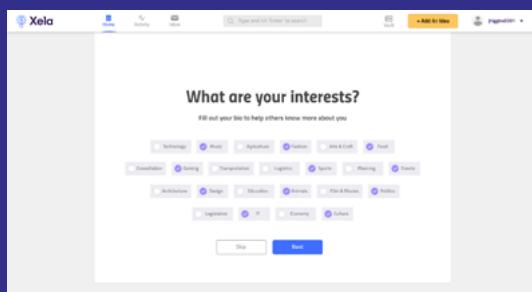
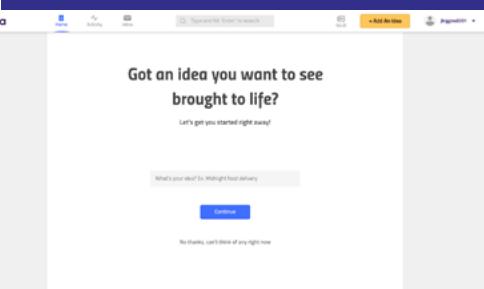
Registration
Login
Profile
Idea Feed
View Idea
Comment
Access Vault
Buy Idea
Sell Idea
Share Idea
Vote Idea
Search

# 03

# My Projects

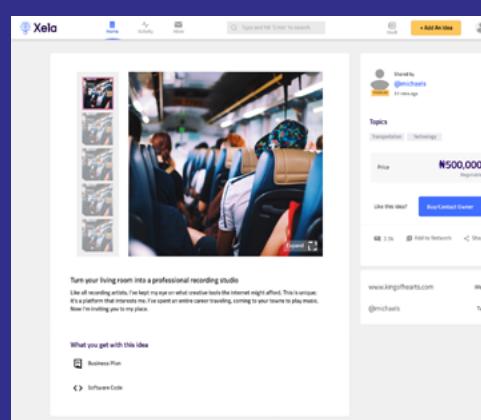
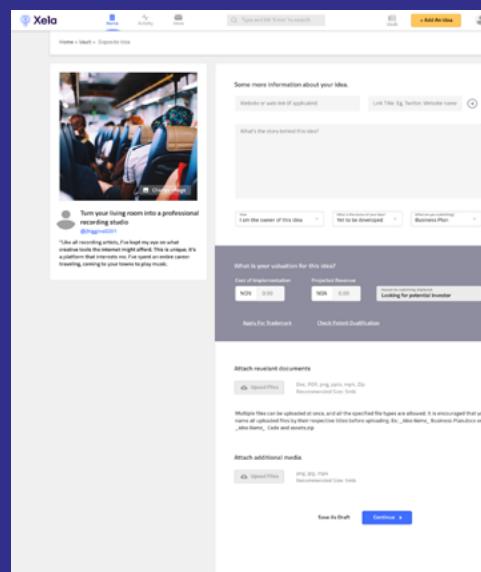
## UI/UX Design

### UI Design



## Xela - The idea Bank

Freelance - 2019



# My Projects

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## UI/UX Design

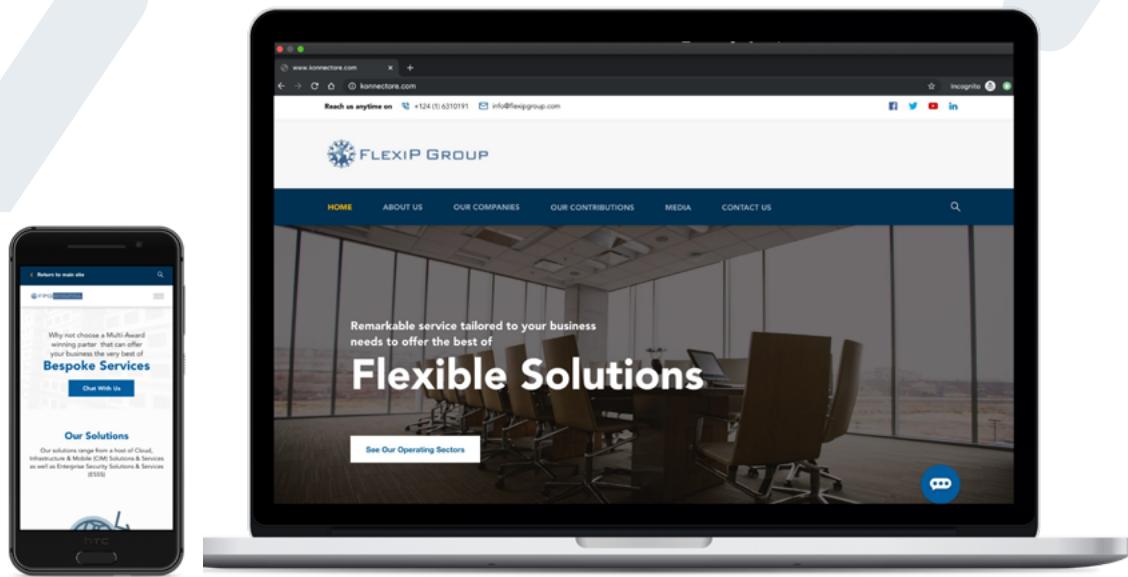
## FPG Website

FlexiP Group Technologies & Solutions - 2019

### Overview

This project involved the re-design of the company's existing website which required a complete overhaul. The initial designs of this interface took me about 9 to 12 days to complete, during which I carried out tasks such as client relations, requirements gathering, sketching and wire-framing, interface design and prototyping.

FlexiP Group is Nigeria's leading Information Technology, Real Estate, Civil Engineering, Power and Oil and Gas provider. Our business approach is focused on providing organizations with flexible business solutions focused on helping them accelerate their business using world-class technology and expertise. Our overarching focus in the real estate and power sectors enables us provide solutions for families and individuals looking for comfortable homes and portable and affordable power solutions.



# My Projects

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## UI/UX Design

## FPG Website

FlexiP Group Technologies & Solutions - 2019

### 01. First Step DRAW UP WIREFRAMES



# 03

# My Projects

## UI/UX Design

## FPG Website

FlexiP Group Technologies & Solutions - 2019

### 02. Second Step INFUSE COMPANY BRAND INTO THE INTERFACE

The grid displays 12 screenshots of the FlexiP Group website, illustrating the infusion of company brand into the user interface. The pages include:

- The Leadership Team
- Join The Winning Team
- What We Believe
- Our Core Values
- Our Business Sectors
- Got Questions?
- Our Contributions
- Past Projects
- Our Solutions
- Need More Support?
- Our Name Journey
- Our Story

Each screenshot shows a different section of the website, from team profiles and mission statements to service offerings and contact information, all designed with a consistent visual style.

# 03

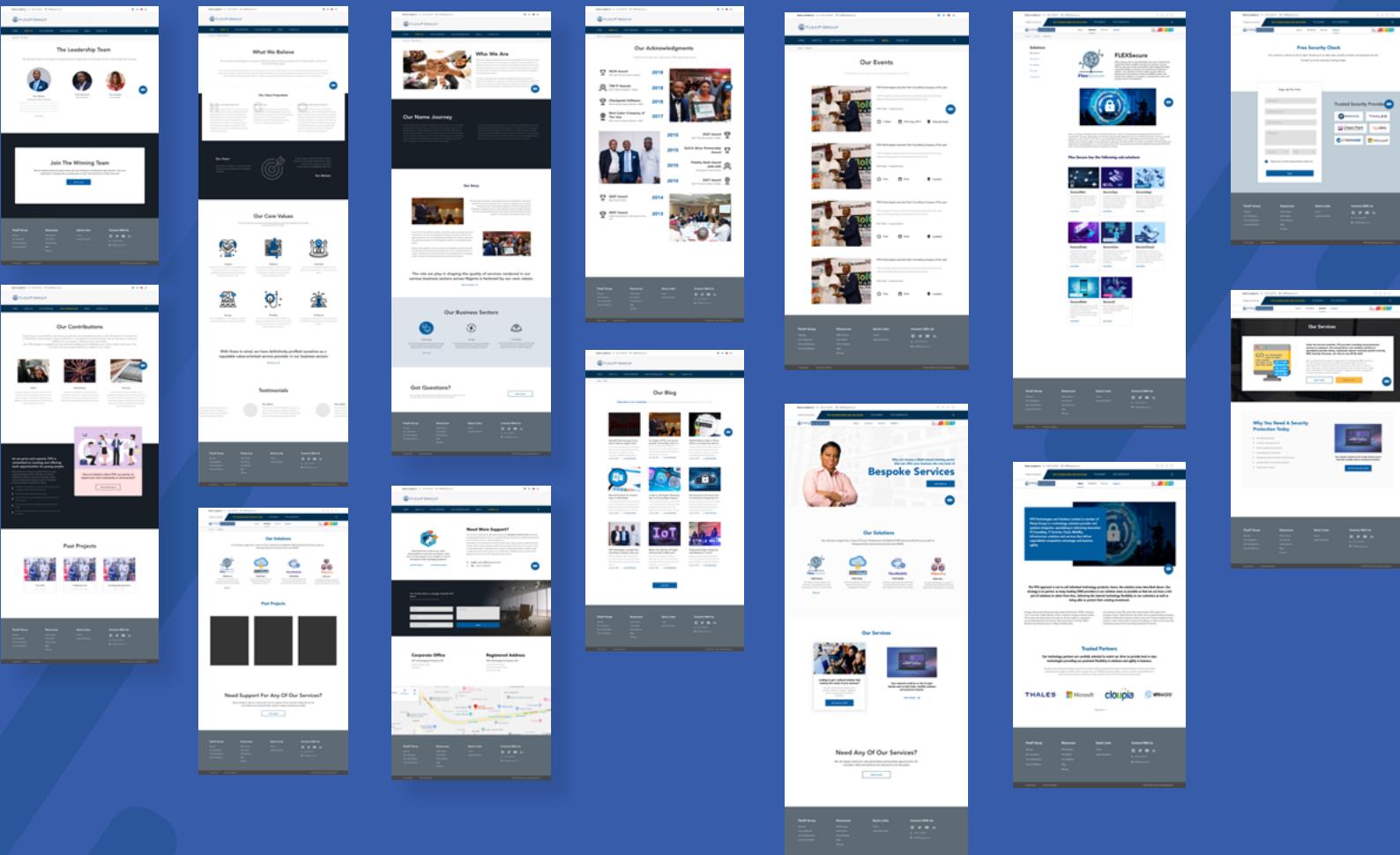
# My Projects

UI/UX Design

FPG Website

FlexiP Group Technologies & Solutions - 2019

## 02. Second Step INFUSE COMPANY BRAND INTO THE INTERFACE



Status

In Development (More on <https://www.behance.net/gallery/83113957/FlexiP-Group-Corporate-Website>)

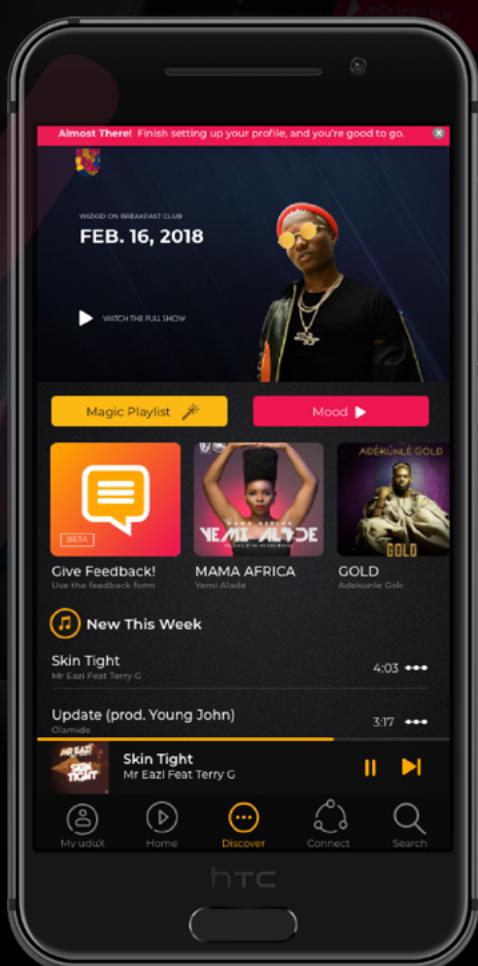
# 03

# My Projects

UI/UX Design

uduX (Web & Mobile Application)

Groove Platforms - 2018



## Overview

uduX is a music streaming platform that is growing to become the first stop for African music, and with exclusive partnerships with global players, give access to a robust catalogue of international content in varying media types.

# My Projects

## UI/UX Design

## uduX (Web & Mobile Application)

Groove Platforms - 2018

### Project Goal:

Creating a streaming experience for the African audience.

### What I did

On this project, I worked with a 3-man product team to develop the user interface, evaluate UX processes and ensure that the product was developed according to functional and usability standards captured in the product requirement specifications. I also worked closely with the development team to provide adequate guidance in the implementation of the design.

Because this product held a high regard when it came to user's perception of its brand, we paid a great deal of attention to its interface design. This is one of the most exciting projects I have worked on, and indeed there was much to learn from it.

- The initial stages involved discussing with partnering teams to draw brand/business goals and align them with consumer needs.
- Due to the nature of the project, we worked effectively with an agile methodology, which began with assumptions being tested, to prototyping modifications and then an outsourced QA testing of the developed product at various levels of development.
- Research processes involved the use of Use-Case Scenarios, User Stories, enhanced Information Architecture diagrams, Closed User Group Testing, and Usage Observations.

The CUG test conducted at the release of the alpha version was aimed at collecting live user feedback from interactions on the app. I acted as the organizer and moderator of the 3-day event, where we focused on the major platforms in which the app would be available; web, android and iOS respectively. The discussions and interview held during this period was designed to gather information from the participants in regard to the following:

- I. Platform specific feedback on user experience,
- II. Perception of what impressions the product has on the users,
- III. Analysis of basic usage and interaction of available features,
- IV. And understanding what expectations may be in place for the features and service(s) the platform aims to provide.

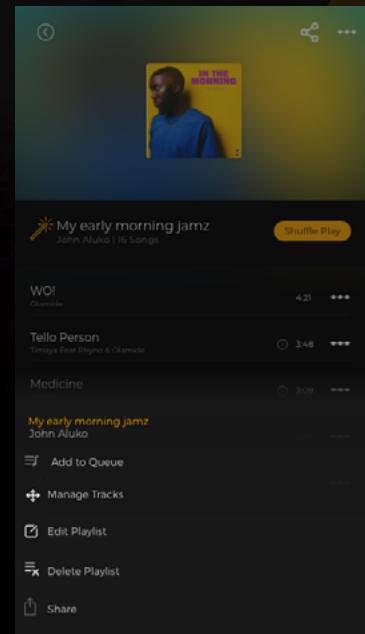
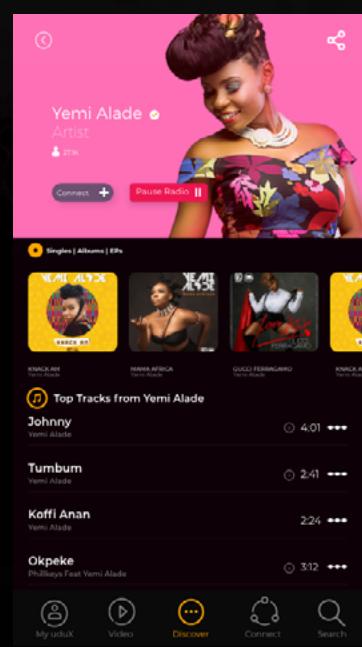
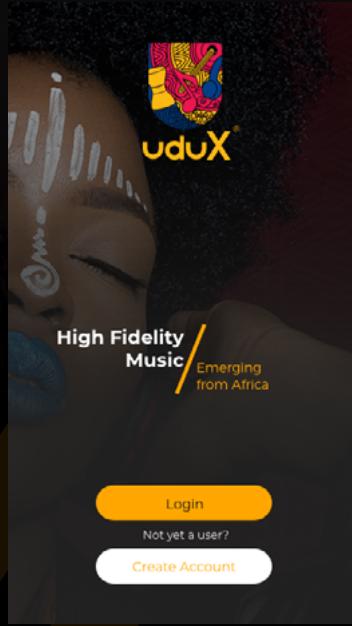
Success criteria for the test was based on activity completion by the users and degree of satisfaction. The product team aimed to achieve this during the CUG test through the use of assistive tools. The tools referred to include;

- Data collection form – used to collect basic user data.
- Task sheet – used to gauge use cases and acceptance criteria on each tested platform.
- Questionnaire/Feedback sheet – used to collect quick feedback on each tested platform.
- Post-Test Questions – used to create a more interactive feedback session.

# 03

# My Projects

UI/UX Design



Status

**Completed** (Available on iOS & Android stores)

Tools Used:

- Adobe XD
- Adobe Photoshop
- Sketch

**Thank  
you!**