

JOHN IFEMEZUO

UI/UX Designer

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Professional Summary

Dynamic and results-oriented UI/UX Designer with over 4 years of experience in crafting intuitive, user-friendly, and accessible interfaces for complex systems and software. Adept at merging design aesthetics with functionality to enhance user experience and satisfaction. Highly skilled in user interface design and front-end development, with proficiency in leading prototyping tools such as Figma and Adobe XD. Proven track record of delivering exceptional products that significantly boost user engagement and satisfaction by 90%. Experienced in collaborating with cross-functional teams to drive project success and meet client objectives. Constantly staying updated with the latest industry trends and technologies, I am eager to learn new skills and acquire knowledge to drive innovation and deliver exceptional products.

SKILLS

- **Design Tools:** Figma, Adobe XD, Photoshop, Framer, Wix, Webflow
- **Prototyping Tools:** Figma, Protocie, Adobe After Effect
- **Front-end Development:** HTML/CSS, Javascript, Reacts, Nextjs, TailwindCSS
- **Techniques:** Usability Testing, Prototyping, Data Visualization, Wireframing, User research

Professional Experience

Ventlio • Awka, Nigeria • 2/2022 — Present

UI/UX Designer

- Redesigned and developed the company's website, significantly enhancing user experience (UX), resulting in increased user retention time and a 70% boost in conversion rates.
- Introduced innovative user-centered design solutions that facilitated sales and improved user experience by up to 70%.
- Conducted comprehensive competitor analysis, recommending actionable solutions that differentiated our products, benefiting over 100+ users.
- Led the front-end development team to ensure the seamless implementation of UI designs, providing strategic guidance and support throughout the development lifecycle.

Osmaxin • Awka, Nigeria • 05/2019 — 12/2023

UI/UX Designer

- Spearheaded application design sessions with 50+ the team, leading the product and marketing teams to redesign the mobile onboarding process, improving retention and UX by 50%.
- Prioritized onboarding and briefings with clients to thoroughly understand project requirements, resulting in products that effectively meet both user needs and client goals.
- Planned, designed, and implemented exceptional user experience solutions for client projects across mobile prototypes, websites, and software development, ensuring consistency and quality across client products.
- Collaborated with the development team to implement design layouts using Next.js and React.js, integrating APIs and accelerating development duration by up to 80%.

Growthlobby (Web Development & Marketing Agency) • Awka, Nigeria • 02/2024 — Present

Founder & Lead Designer

- Founded and managed a successful web development and marketing agency, overseeing a team of designers, developers, and marketers to deliver high-quality digital solutions.
- Cultivated strong relationships with diverse clients, understanding their unique business needs and delivering tailored solutions that drive results.
- Led end-to-end project management for web development and marketing campaigns, ensuring timely delivery, budget adherence, and exceptional quality.
- Directed the design and development of custom websites using modern technologies like HTML, CSS, JavaScript, Next.js, and React.js, ensuring responsive and user-friendly experiences.
- Created and managed comprehensive digital marketing strategies, including SEO, SEM, social media, email marketing, and content marketing, to increase brand visibility and engagement.

Projects

Rendlr - NextGen Online dating app • [Visit app](#)

- Rendlr is a social network that empowers you to make connections, whether you're looking for friends, dating, or growing your professional network.

SKILLS: Figma, User Research, Mobile Design, Prototype, Wireframing

Moonlight- Dating app • [Visit app](#)

- Moonlight Dating is a dating app that takes you to the moon and beyond. That's why we are Moonlight. It is the only dating app that ignites your passion and makes your emotions soar. With seamless user experience and unique matching algorithms, Moonlight Dating connects you with like-minded individuals who share your interests and values.

SKILLS: Figma, Research, Mobile Design, Prototype, Wireframing

Ventlio - Inventory Management • [Visit website](#)

- Ventlio is a groundbreaking business management technology platform that enables African businesses to thrive without internet constraints. Our mission is to revolutionize how businesses in Africa operate by providing affordable, offline solutions for sales, operations, staff management, and customer engagement.

SKILLS: Figma, Research, Prototype, Reactjs, Nextjs, TailwindCSS,

Education

Higher National Diploma - Computer Science,

Federal Polytechnic Oko. Anambra State, Nigeria • 02/2019 — 07/2024

Certifications

Udemy

Complete Web and Web Design: UI/UX Design, Figma +more • 12/2024 - [Certificate](#)

Complete Web Design: From Figma to Webflow to Freelancing • 06/2023

Links

[Behance](#) , [Dribbble](#) , [Portfolio](#) , [Github](#)