

# JOHN IFEMEZUO

## Product Designer

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## Professional Summary

Dynamic and results-oriented UI/UX Designer with over 4 years of experience crafting intuitive, user-friendly, and accessible interfaces for complex systems and software. Proficient at merging design aesthetics with functionality to enhance user experience and satisfaction. Expert 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 boost user engagement and satisfaction by 90%.

## SKILLS

- **Design Tools:** Figma, Adobe XD, Photoshop, Framer, Wix, Webflow
- **Prototyping Tools:** Figma, ProtoPie, Adobe After Effects
- **Coding:** HTML/CSS, JavaScript, React, Next.js, Tailwind CSS
- **Techniques:** Usability Testing, Prototyping, Data Visualization, Wireframing, User Research

## Professional Experience

**Ventlio** • Awka, Nigeria • Feb 2022 - Present

### UI/UX Designer

- Overhauled the entire website redesign, enhancing the UX for customers, 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.
- Directed a front-end development team to flawlessly integrate UI designs, boosting user engagement by 40% and reducing page load times by 25% through strategic technical guidance.

**Osmaxin** • Awka, Nigeria • May 2019 – Dec 2023

### UI/UX Designer

- Spearheaded the design and development of websites for high-profile clients, ensuring brand alignment and strategic goals. Delivered responsive, visually appealing web designs, boosting user engagement by 25%.
- Conducted user research, wireframing, and prototyping with Figma and Figjam, creating user-centric designs that increased user retention by 30% for multiple clients.
- Managed projects from client consultation to delivery, including requirements, design iterations, and QA. Collaborated with teams, ensuring 95% on-time project completion.
- Mentorship & Team Growth: Played a pivotal role in culture building and professional growth of the other team

**Growthlobby** • Awka, Nigeria • April 2024 — Present

### 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 unique app that ignites your passion and makes your emotions soar by connecting 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 platform enabling African businesses to thrive without internet constraints.

**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](#)