

BAWO OTAIGO

Lagos, Nigeria. • +2348112074259 • otaighobawo@gmail.com • [LinkedIn](#) • [My Portfolio](#)

PROFESSIONAL EXPERIENCE

FREELANCE

PRODUCT DESIGNER

Lagos, Nigeria.

June 2020 – Present

Led comprehensive design initiatives by conducting user research, creating interactive prototypes, and developing visually appealing, responsive interfaces that elevated user engagement and satisfaction across multiple platforms.

- Conducted in-depth user research and crafted detailed personas, enabling data-driven design decisions that significantly improved user engagement across key products.
- Developed interactive wireframes and prototypes, allowing for early testing that identified and resolved usability issues, leading to a streamlined development process.
- Created visually stunning designs that boosted user interaction and garnered overwhelmingly positive feedback scores, showcasing the brand's visual identity while enhancing user satisfaction.
- Designed seamless and intuitive interactions that greatly increased user retention rates, transforming complex workflows into enjoyable user experiences.
- Built responsive designs optimized for all devices, resulting in a notable increase in mobile user engagement and broadening product accessibility across platforms.

BEETCODE TECH

PRODUCT DESIGNER

Benin City, Edo, Nigeria.

April 2020 – January 2022

Drove user-centric design initiatives by facilitating cross-functional collaboration and leading research-informed design improvements, significantly enhancing engagement, usability, and onboarding outcomes.

- Spearheaded cross-functional collaboration with development and marketing teams using Agile methodology, aligning project goals with user needs and driving a 30% increase in user engagement.
- Partnered with designers, engineers, and marketers to define project scope and enhance user flows, simplifying navigation and reducing onboarding steps, which resulted in a 60% increase in onboarding completion rates.
- Enhanced accessibility and usability by adjusting color contrasts, font sizes, and adding alt text for screen readers; improved usability for all users by 60%, contributing to broader user satisfaction.
- Led comprehensive user research efforts, collaborating with cross-functional teams to design surveys, conduct user interviews, and compile data that informed design decisions and refined user flows to address key user pain points.
- Owned end-to-end prototyping process, from wireframes to high-fidelity designs, using Figma; created interactive prototypes for stakeholder presentations, enabling real-time visualization of user flows and ensuring seamless handoff to engineers.
- Organized and executed usability testing sessions, developing test scenarios and scripts, recruiting participants, and facilitating tests; analyzed feedback to identify and address usability issues, improving task efficiency and elevating user satisfaction.
- Overcame confidentiality constraints in user testing by collaborating with controlled groups that represented the target audience, gathering actionable feedback while preserving confidentiality, and maintaining product accessibility through secure, iterative testing.

PRINCE COLLECTIONS BOUTIQUE

PRODUCT DESIGNER

Benin City, Edo, Nigeria.

August 2019 – March 2020

Spearheaded cross-platform design enhancements and strategic UX optimizations to drive customer acquisition and engagement across digital channels, resulting in substantial increases in click-through rates and non-subscriber page views.

- Co-led a multi-channel design strategy for Prince Collections Boutique, enhancing user experience across websites, mobile apps, and social media platforms to drive customer acquisition and boost sales conversion.
- Collaborated closely with the marketing team to design high-impact landing pages for ad campaigns, visually appealing social media posts, and email templates with clear CTAs, effectively guiding users to product pages and driving purchase engagement.
- Increased user navigation efficiency by redesigning menus and implementing prominent product filters, resulting in an 800% increase in click-through rates on sales-related pages.
- Strategically updated layout to highlight best-sellers, trending items, and exclusive offers with attention-grabbing CTAs, which contributed to a 422% increase in non-subscriber page views.

- Led A/B testing on product page layouts, CTA placements, and promotional banners, gathering insights on user engagement to refine design and acquisition strategies.

PROJECTS

ORGANIZER APPLICATION FOR IOS UI/UX DESIGNER

Benin City, Edo, Nigeria.
May 2022 – August 2022

- Designed a user-friendly To-Do list application aimed at enhancing daily planning and organization for users.
- Conducted user research to identify key features and user needs, ensuring the app meets the demands of its target audience.
- Created wireframes and high-fidelity prototypes to visualize the user interface and streamline the user experience.
- Implemented a visually appealing design that prioritizes usability, resulting in positive user feedback and engagement.

CERTIFICATION

GOOGLE, California, USA.

- Fundamentals of Digital Marketing Certification

EDUCATION

UNIVERSITY OF BENIN, BENIN CITY, NIGERIA.

September 2016 – November 2021

- Bachelor of Science (B.Sc.), Geology, Physical Sciences

SKILLS

Hard Skills: User Experience (UX) Design • User Flow Creation • Wireframing (Low-fi & High-fi) • Prototyping • Design System Design • Information Architecture • Design System Design • User Testing • User Journey Mapping • Web Design • User Interface Design (UI) • Human Computer Interaction • Mobile Interface Design • Online Advertising • Responsive Web Design • Branding • HTML • CSS.

Software: Figma • Adobe XD • Adobe Photoshop • Adobe Illustrator • Web flow • WordPress • Adobe InDesign • Canva.