BAWO OTAIGHO

UX/UI DESIGNER

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PROFILE

I am a professional Ux/Ui Designer with three years of experience in Product design, with strong creative, analytical and digital marketing skills. I'm team player with an eye for detail. Flexible to learning and growth.

SKILLS

Design skills:

- Ux/Ui
- User flows creation
- Wireframing(Low-fi & High-fi)
- Interactive Prototyping
- Information architecture
- Usability Testing
- User journey mapping
- Web design.
- HTML
- CSS

Tools Mastered:

- Figma
- Adobe XD
- Adobe Photoshop
- Adobe Illustrator
- Webflow
- Wordpress

EDUCATION

- **University Of Benin, Benin City, Nigeria.**

  BSc. Geology, Physical Sciences.

  2016-2020

EXPERIENCE

BeetCodeTech

Ux/Ui Designer April 2020 — Jan 2022

- I lead the product design for our suite of personalization products across our apps, website, and newsletters.
- Lead designer on confidential mobile apps initiative for company executives. Led end-to-end research, design, and testing to attract and retain new target audience.

Prince Collections Boutique

Ux/Ui Designer Aug 2019 — March 2020

- Co-led design strategy for sales and coversion of new customers. Led several cross-platform design and acquistion initiatives.
- Redesigns and acquistion strategy resulted in an 800% increase in sales clickthrough rate and a 422% increase in non-subscriber page views.

PROJECTS

Organizer Application For IOS

UX/UI Designer May 2022 — August 2022

- Personal Project for portfolio. I designed a To-do list app that helps people plan and organize their day.