

# DANIELLA AGYARE

## Product Designer

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[Behance](#) • [Linkedin](#)

### PROFESSIONAL EXPERIENCE

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#### Product Designer, Buildbridge

Accra, Ghana

APRIL 2023-July 2023

- Worked hand in hand with front-end engineers on information architecture and user flow across the application.
- Handled stakeholder consultation to ascertain full user requirements for the application
- Conducted thorough UX research on various crafts concerning the scope of the project
- Constructed low-fidelity, mid-fidelity and high fidelity screens for client and contractor interfaces
- Aided in the crafting of the application schema used by engineers during app development.

#### Product Designer, AMS Digital Solutions

Accra, Ghana

JULY 2022-October 2023

- Headed the design team and in a joint effort with the sales team, spearheaded the acquisition of 6 new customers with varying product requirements
- Responsible for client facing communication with the design team and ensured effective stakeholder consultation during the design process.
- Planned and designed Forty-Five Grey app, an end-to-end application for firearm training, acquisition, and maintenance
- Was responsible for the creation of low-fidelity wireframes and high-fidelity prototypes to visualize and test product interactions and user flows.
- Led user research, interviews and usability studies and testing to gain key insights into user behaviors and preferences during stakeholder consultation
- Managed design projects and saw to the revival of clients' websites through user research, iterations, and user testing.
- Spearheaded design projects for Sovereign Wealth Africa, AstroTurf Ghana, Forty-Five Grey, and M.A Adjaho.

**Operations Manager, AMS Digital Solutions**

**Accra, Ghana**

**JULY 2022-OCTOBER 2023**

- Collected and analyzed data related to operational performance and key performance indicators (KPIs), and ensured the active use of the company's internal CRM tool.
- Was responsible for ensuring that all project documents were up to date based on the structure, and also made sure active clients had signed all project documents.
- Developed short-term and long-term operational plans to meet organizational goals, and revived the constant use of Scribehow for documentation processes.
- Restructured and migrated company logbook from Sheets to Notion to ensure efficient use and access to company data.
- Accumulated transactional data into comprehensible groups for both clients and the organization, and was responsible for inputting accurate data in the transaction sheets, and creating settlement reports for various clients.
- Monitored project progress and ensured projects were completed on time and within budget, and was the project lead for Sovereign Wealth Africa project, and handled client requirements
- Sought feedback from stakeholders and made iterative improvements to processes.
- Constantly created and updated various teams and organizational tools with tasks and actions for various projects.
- Identified inefficiencies and areas for improvement in operational processes.

**Accra, Ghana**

**Intern Journalist for HomeBase TV**

**AUGUST 2021-September 2021**

- Researched story background information, gathered and developed perspectives about news subjects through interviews and observation.
- Analyzed and interpreted news and information received from various sources to broadcast information.
- Uploaded and formatted content for online publication, ensuring adherence to editorial guidelines.
- Attended press conferences, events, and briefings to gather firsthand information for news reporting.

**EDUCATION**

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**UNIVERSITY OF PROFESSIONAL STUDIES, ACCRA**

**Accra, Ghana**

**Bachelor of Arts in Public Relations Management**

**2018-2022**

**SKILLS**

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- Leadership and management
- Time management and organization

- Adaptability and flexibility
- Teamwork and collaboration
- Client interaction
- Excellent problem solving abilities
- Expert Figma user
- UX research and User-centered thinking

## COURSES

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|--|---------------------------|
| • User Experience Fundamentals , Udemy | June 2022- June 2022      |
| • UX/UI Design- Figma, Udemy           | August 2022- August, 2022 |