

EGUDA LAURA

UI/ UX Product Designer

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EDUCATION

B.Sc. Public Administration

National Open University, Lagos

2016-2020

HONORS/ACHEIVMENTS

B.Sc. **First Class** in Public Administration

PROJECTS

Hobb

Individual Project

- Hobb is an online social networking platform where people can find other people with the same hobbies/ interests that they have.
- Personally carried out the whole design process, from user research using physical interviews and survey forms to UI Design using Figma Tool.

Full Project <https://www.figma.com/file/m8dTBZ8iYeRBHQXwE8Fz4h/Hubb?node-id=0%3A1>

Online Voting Platform

Group Project

- Designed a mobile application that enables users vote during elections from the comfort of their homes.
- Carried out user Research via physical interviews and survey forms to gather insights which served as the foundation of the design.

Full project <https://www.behance.net/gallery/137495803/Electoral-Voting-App>

Seerioleaning Agency

First ever design

- Designed a landing page for a fictional cleaning agency. I was able to convey what Seerio is about, reviews from past clients and pricing packages available.

Full Design

<https://www.figma.com/file/WeIwBS4WGgymkdNO4yN21U/firstwork?node-id=0%3A1>

Bolt Redesign

Individual Project

- Redesigned the landing page of Bolt, a Transportation company, to test my UI skills.

Full Design

<https://www.figma.com/file/A8jFZDX1scWJcEamO5bJMf/Bolt-Redesign?node-id=0%3A1>

SKILLS

Design

- UX strategy,
- User flows,
- Concept sketches, Experience mapping, Wireframes,
- Prototypes,
- Mockups,
- Design systems, Branding

Research

- User interviews,
- Usability testings,
- Persona hypothesis,
- Competitor analysis,
- Tree testing

Tools

- Figma,
- Adobe XD,
- inVison

Product/Project Management

- Jira,

Development

- HTML
- CSS
- JAVASCRIPT

TRANSITION TO UI/UX DESIGN FROM FRONTEND DEVELOPMENT

I started out my journey in tech as a frontend developer. I have worked on some projects so I am quite conversant with HTML, CSS and JavaScript (not advanced).

As a frontend developer I worked closely with designers which led me to discover my true passion, Design. I have always been drawn to beautiful design and the feeling of satisfaction they give me. However, I have discovered that design is much more than aesthetics, it is putting the user as the center of focus while conveying the brand and goals of the company in a visually appealing way. I see it as a very important role because it is the first point of contact in the roadmap to building a software product. I finally took the bold step recently to transition to design and I have worked on a couple of projects.

WORKING EXPERIENCE

HECKERBELLA LIMITED

May 2021 – October 2021

Frontend developer Intern

Duties

- Develop Multipage website for an Insurance company called Oratib
<https://www.oratib.com/>
- Develop reusable user interface components
- Ensure functionality of components with JavaScript and react hooks such as useState and useEffect
- Implementation and execution following well-known react workflows such as redux
- Responsive Design

COBUILDIT

October 2021 – February 2022

Frontend developer

Duties

- Develop Landing page for an Estate Management organization known as Caretaker
<https://www.usecaretaker.com/>
- Develop housing cost calculator and a contractor signup page for Bnkle