

JOHN PROFESSIONAL

professionaljohn3@gmail.com | +254704040404 | www.linkedin.com/a-b-c | Nairobi, Kenya

EXPERIENCE

ABC TECHNOLOGIES

(June 2020 – Present)

SENIOR UX RESEARCHER

- User data analysis using Amplitude in Q3 2022, led to a redesign of the pricing page minimizing the time-on-task by 35%.
- Better communication of the next steps when a user encounters an error page on our website which drove user satisfaction and 50% more engagement.
- Conducting research on why there was significant drop-off in the homepage, this resulted in a redesign of the homepage with bespoke navigation and 20% lower bounce rate in Q1 2022.

ACME INC.

(February 2017 – March 2020)

PRODUCT DESIGNER

- Collaborated with the growth marketing team, A/B testing landing page design for the SME vertical resulting in a 30% higher return on advertising spend in Q3 2018.

From data gathered through Amplitude and Google Analytics, working in a cross functional team with the web developers, we redesigned the website experience leading to 30% lower bounce rate in Q2 2019.

SKILLS

FIGMA

- Advanced proficiency in using Figma for design collaboration with the engineering and product team.

Google Suite

- Use of Google Analytics and Amplitude for event analytics, Google Sheets for data analysis and Google Docs for asynchronous documentation of designs with other cross functional teams.

EDUCATION

MASOMO UNIVERSITY

Bachelor of Arts

September 2012- April 2016