

JANE PROFESSIONAL

professional@mail.com | +254704040404 | www.linkedin.com/a-b-c | Nairobi

EXPERIENCE

SENIOR UI/UX DESIGNER, ACME INC.

May 2020 -Present

- Create product copy for refinement by the content team, minimizing the design process by 20% and faster development velocity by the frontend development team.
- Collaborating with the growth marketing team to design channel specific landing pages, providing a 25% uplift in sales.
- Presented to the Product Manager in Q2 2021 a new design philosophy for the team, harmonizing the brand assets and easy dissemination with other teams, providing easier access to brand assets from every team.

UI/UX DESIGNER, ABC ASSOCIATES

February 2018 – March 2020

- User data analysis using Amplitude in Q3 2018, 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 2020.

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

Bachelor of Arts, MSOMO UNIVERSITY

2014 - 2018