


NATHANIEL AKOBUNDU

UI/UX Designer & Developer

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Summary

I bring a blend of expertise as a product designer and front-end developer, leveraging my artistic background to integrate design principles seamlessly into business workflows. With a robust foundation spanning over six years, I specialize in user-centered design, user research, design thinking, and strategic implementation. Additionally, I possess two years of hands-on experience in front-end development. Proficient in a suite of design tools including Figma, Illustrator, and Invision, I also demonstrate proficiency in HTML, CSS, Bootstrap, and ReactJS.

Skills

- UI UX Design Skills (Figma, Adobe XD and Invision).
- Graphics Design Skills (Adobe Illustrator and Photoshop).
- Front-End Development Skills (HTML, CSS, Bootstarp, Javascript and Reactjs).
- Project Management Skills (Jira and Asana)
- Presentation Skills (Microsoft Excel, Powerpoint and pencil-on-paper artist).
- Research Analysis and Procurement Skills.
- Customer Care Relationship Skills.

Experience

Product Designer | Solara Group (Maryland, USA)

April 2022 – Present

- Engage in strategic collaboration with product managers across four key products, guiding the entire lifecycle from conceptualization through to the final stages of development, ensuring alignment with organizational objectives and market demands.
- Conduct comprehensive competitor analysis and trend assessments to enhance product positioning, identify market gaps, and capitalize on emerging opportunities, thereby optimizing user experience and product performance.
- Spearhead monthly ideation sessions, leveraging cross-functional expertise and market insights to generate innovative concepts for product enhancement and differentiation, fostering a culture of continuous improvement and innovation within the team.
- Utilize advanced front-end development skills to translate UI/UX design projects into fully functional, visually appealing websites, employing industry-leading technologies such as HTML, CSS, Bootstrap, and React to deliver seamless user experiences and responsive design solutions.

User Experience Researcher | MSport (Lagos, Nigeria)

March 2022 – February 2023 (Contract)

- Executed comprehensive user research initiatives to gain deep insights into user needs and pain points, resulting in the strategic development of a groundbreaking feature aimed at boosting user engagement and retention metrics.
- Formulated intricately detailed personas, user journey maps, and wireframes thoroughly tailored to steer the design process and foster a resolutely user-centric approach, ensuring alignment with user expectations and industry best practices.
- Deployed a sophisticated array of qualitative and quantitative research methodologies across diverse client projects, thoroughly tailored to their specific needs and objectives, to extract actionable insights and drive informed decision-making throughout the design and development lifecycle.

Product Designer | Chelsea Group Ltd (Lagos, Nigeria)

September 2019 – February 2022

- Developed wireframes, site maps, flow diagrams, and high-fidelity interactive prototypes to visually articulate design concepts and guide the development process effectively.
- Established and upheld a robust design system aimed at enhancing design consistency and expediting the pace of development, thereby ensuring cohesive and efficient execution across projects.
- Engaged in client consultations to ideate and conceptualize project requirements, meticulously sketching out diverse ideas on paper or board to facilitate clear communication and alignment with client expectations.
- Collaborated closely with cross-functional creative team members and developers to ideate, conceptualize, and create mockups, concept art, storyboards, creative briefs, and 3D models, fostering a synergistic approach to project execution and delivering innovative solutions.

UI/UX and Graphics Designer | Lantora Ltd (Abuja, Nigeria)

July 2017 – August 2019

- Revamped and optimized existing applications and websites to seamlessly accommodate diverse platforms, including Mac, Windows, Android, and iOS devices, ensuring enhanced user experience and cross-platform compatibility.
- Produced a variety of marketing collateral, including flyers, logos, social media posts, and print materials, tailored to meet the unique branding needs and promotional objectives of clients, thereby fostering brand recognition and engagement.
- Conducted articulate presentations of design concepts to project stakeholders, facilitating constructive review and feedback sessions to ensure alignment with project objectives and stakeholder expectations.
- Translated intricate user stories and comprehensive business requirements into compelling and intuitive design solutions, leveraging a deep understanding of user needs and industry best practices to deliver impactful and user-centric designs.

Graphics Designer Intern | Novateur Nigeria (Abuja, Nigeria)

May 2016 – January 2017

- Worked with senior designers and social media manager to brainstorm, ideate and produce engaging, on-brand content across Instagram and Facebook, which increased engagement across platforms.
- Used PowerPoint to create a re-usable presentation template that became the company standard for internal presentations and sales presentations.
- Edited still photos for customer app, and recommended changes that improve the user experience.
- Developed concepts and designs for 5 clients, including consumer products, electronics and enterprise technology, utilizing Adobe Illustrator and Photoshop.
- Revamped clients logos and business cards, boosting brand image.

Projects

Solara Group | Solara Group Website.

Redesigned the Solara Group website and it's subsidiary sites <https://solaragroup.com/>

MSport | MSport Mobile and Web app.

Led the user research and user experience design process for the new web app, resulting in an increase in user engagement by 30%.

2022 Limited | Workit Mobile App.

Designed a mobile app where you can hire the services of an artisan within your location.

Group Project | Naestpoint Website.

Conducted user research, designed website layout and interface and developed the front-end of an E-commerce online store using ReactJS. <https://naestpoint.store/>

Personal Project | Portfolio Website.

Designed, Developed and hosted my personal portfolio website <https://akobundu.tech/>

Education and Certifications

Angela Yu Udemy Certificate	2022 – 2023
Complete Web Development Bootcamp	
Meta Coursera Certificate	2022 – 2022
HTML and CSS In-depth	
Google Coursera Certificate	2018 – 2019
User Experience Design Process	
Abia State University BA	2009 – 2013
International Relations and History	