Obatola Layiwola (Oba)

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605 400 6407

Innovative **UI/UX Developer** and **Digital Marketer** with **4+ years** of experience **pitching, designing,** and **developing responsive user interfaces for B2B SaaS companies** using collaborative research and marketing methods.

Experience

UI/UX Designer | Apptegy

09/2022 - 01/2024 | Little Rock, AR

- Spearheaded the design process for a product projected to **double the company's Annual Recurring Revenue.**
- Redesigned LMS primary features through research and design methods which **significantly improved the user experience** and interface functionality.

Video Editor (Marketing) | Apptegy

03/2020 - 09/2022 | Little Rock, AR

- Produced compelling videos, podcasts and conducted interviews which significantly boosted the company's social media brand visibility.

Graphic Artist Intern | Midcontinent

06/2019 - 08/2019 | Sioux Falls, SD

- Designed digital and print marketing materials for internal and external campaigns.

Graphic Designer | HealthPoint Security Services

12/2017 - 01/2019 | Madison, SD

- Managed organization's social media presence; reported reach and engagement across Twitter and Facebook.

Awards

2020 SDAF ADDY Student Best of Show, Gold, & Silver awards

01/2020 | Sioux Falls, SD

DSU Service Day Logo Award

04/2018 | Madison, SD

DSU Security Awareness Poster Award

05/2017 | Madison, SD

Academic Talks

Outside the Box

09/2022 | Madison, SD

- Gave a talk on design processes, thinking, and artificial intelligence at Dakota State University.

Video as Medium for Storytelling

09/2022

- Spoke on the power of "Video as a Medium for Storytelling" at a virtual conference, Telling Textile Tales.

Education

M.F.A Graphic Design | University of Iowa

08/2024 | Iowa City, IA

B.S Digital Arts & Design | Dakota State University

01/2016 - 12/2019 | Madison, SD

- Class valedictorian

Certificates

Google UX Design Professional Certificate

10/2023

Diplôme d'études en langue française

01/2013

Skills

Design and Marketing

Competitive analysis, Adobe Experience Manager (AEM), Design sprints, SEO, Responsive design, Accessibility, Flow diagram, Rapid prototyping, Web design, Typography, Product management, Agile, Project management, Information architecture, Journey mapping, Quantitative/Qualitative research, A/B testing, Usability testing, Color management, Google analytics

Tools

Google Suite, Adobe Creative Suite, Figma, Atlassian, Jira, Microsoft Suite, Final Cut Pro, Adobe XD, Confluence, Keynote, After Effects, Photoshop, Illustrator, iOS, Android, HTML, CSS, ChatGPT, Airtable, Canva, Firefly

Personality

Entrepreneurial spirit, Detail-oriented, Team-focused, Communicative, Adaptable, Collaborative