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| JOY OKOLO  Lagos, Nigeria. | +2348103624484 | [Okolojoyojone@gmail.com](mailto:aderonkeafolashade6@gmail.com)  I am a **Product Designer** committed to improving user experience through strategic decisions, iterative processes, and an inept understanding of design principles. Certified in **UX Design** and **Strategy**, I bring a detail-oriented and empathetic approach to product design that enhances usability, boosts efficiency, and aligns with organizational goals.  **WORK EXPERIENCE**  **Lead Product Designer | MABKET |** *E-commerce Company*.  *August - Present* | Lagos Nigeria.   * Improved design infrastructure and prioritized systems to efficiently aid consistency within my team and developers. * Identified and documented UX issues that singled out strategic decisions. * Designed a fully responsive and intuitive Business to Business website (B2B) and Business to Customer website (B2C) that amounted to 80+ screens across device sizes.   **Lead Product Designer | BOATCRUIZE |** *Boat booking Company*.  *May 2024 - October 2024* | Ibadan, Nigeria.   * Oversaw 2 products (features) from their initial concept through research and into implementation, this amounted to 60+ and 40+ design screens, respectively, across devices. * Audited the MVP which revealed over 80% of the problems to be tackled and opportunities for potential features. * Drafted over 50 research questions, documented results from the research conducted, designed a highly detailed flowchart for the mobile app and website in Version 1.   **Product Designer| SOLUBAY |** *Business Consulting Firm*.  ***September 2023 - October 2023* | Canada.**   * Designed and and made Prototypes of High-fidelity web pages across various screen sizes. * Collaborated closely with the development team to ensure seamless implementation. . * Conducted a Usability testing session to make iterative design improvements.   **CERTIFICATIONS**   * UX Strategy *Udemy* * UX Design *Google* * UIUX Design *Zuri Academy*   **SKILLS**   * User Interface Design. * User Experience Research. * User Experience Strategy. * Prototyping.   **EDUCATION**  **Bachelor of Science Biochemistry** (Second Class Upper Honors)  Oduduwa University, Ipetumodu, Osun state.  November 2022.  **INTERESTS**   * Research. * Story Telling. * Art. |
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