

# Mariam Mautin Yusuf

Product Designer | UI UX Designer | Content Designer

 myportfolio

 LinkedIn X

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Talented and High-performing Designer with expertise spanning UI/UX Design, Product Design, and Content Design. With a deep-rooted passion for crafting seamless and captivating user experiences, Armed with a keen eye for detail and a holistic approach to design. With over three years of experience in the design and media industry. Dedicated to Creatively solving problems with a passion for innovation and a deep understanding of design principles. Proficient Designer who understand the need to meet the companies objectives and user's needs.

## Skills:

Product design, UX and UI Design, User research, User Personas & Journeys, Usability testing, User centred design, Design thinking, Interaction design, Prototyping, Wireframing, Product strategy, Social Media Management, Content Creation, Customer Relation.

## Tools:

Figma, Sketch, Canva, Adobe Photoshop, Invision, Miro, Jira, Microsoft Suite, Slack.

## Work Experience

**Verdant DevCore – Product Designer**

May 2023 – Present

- Solely led and worked on the redesign of the company's website, achieving a modern and visually appealing platform that enhanced user engagement and brand representation.
- Led comprehensive user testing sessions to validate design concepts, iteratively improving user experiences based on feedback and observations.
- Worked closely with the product design team on UI projects for the company's clients, translating client requirements into visually appealing and user-friendly designs.
- Demonstrated exceptional communication skills by actively liaising with the Development Team, ensuring seamless alignment between design vision and technical implementation.
- Played an instrumental role in enhancing team efficiency by participating in design brainstorming sessions and offering valuable insights into optimizing design processes.
- Continuously stayed updated with industry trends and emerging design technologies, integrating new concepts to elevate the overall design quality and user experience.

**Estility – Junior Product Designer (Contract)**

Aug 2023 – Sep 2023

- Collaborated within the Product Design team to craft intuitive support flows for diverse web applications, including the Estate Management System, Vendor Management, and Estate Security WebApps.
- Orchestrated the end-to-end design of essential user journeys, including the Vendor System Flow and Gas Rider Delivery process.
- Spearheaded the creation of captivating graphics and dynamic text animations tailored for the Company's Social Media Platforms, effectively amplifying the brand's online presence.
- Acted as the voice of the company across various social media platforms, utilizing design as a powerful tool to convey the brand's essence consistently.
- Conducted comprehensive user testing for the Estility User App, ensuring optimal user experiences and informed design refinements.
- Collaborated seamlessly with the Brand and Marketing Teams, synergizing efforts to successfully elevate the company's online brand promotion strategies.

**Taxi Way – UI Designer (Freelance)**

Sept 2022 – Dec 2022

- Communicated with product managers and UX designers to translate project requirements and business objectives into polished user interfaces.
- Collaborated with teammates to deliver valuable features meeting business and customer needs.
- Devised site maps, user flows, wireframes and mockups for designs based on proven methodologies, stakeholder requests and end-user feedback.
- Analyzed existing interfaces to detect user pain points, recommending design changes and iterative updates to Product manager.
- Engineered prototypes to support research and usability testing.

**My Hair Formula – Brand Designer**

May 2022 – Aug 2022

- Conceptualized brand identity and developed unique accompanying graphic style and tone for use in communications.
- Monitored online advertising and social media campaigns to assess success of different strategies.
- Oversaw preparation of marketing copy, images, videos, emails and other collateral.
- Evaluated consumer preferences and behaviours, combined with market trends and historical data, to adjust and enhance campaigns.

**XQZITE Limited – Social Media Manager**

Sep 2020 – Dec 2021

- Increased customer engagement through social media.
- Developed marketing content such as blogs, promotional materials and advertisements for social media.
- Monitored online presence of company's brand to engage with users and strengthen customer relationships.
- Analyzed and reported social media and online marketing campaign results.
- Improved page content, keyword relevancy, and branding to achieve search engine optimization goals.
- Discussed SEO needs and optimized strategies for short- and long-term campaigns..

## Education

2016 – 2019

B.Sc Mass Communication – Lagos State University

April - September 2019

Nigerian Institute of Public Relations, Lagos

## Certification

August - Dec 2022

Google UX Design Certificate

English Language - Full Professional Working Proficiency