PRINCE
OWUSU ATTAH

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_SKILLS

Methods
Competitive analysis
Contextual inquiry
Dialog flows
A/B Testing
Eye tracking
Flow diagramming
Journey Mapping
Heuristic evaluation
Interactive prototyping
Affinity diagramming
Interviewing
Persona development
Rapid prototyping
Requirement analysis
Thematic analysis
Usability testing
Site maps
Use cases & scenarios
Wireframing

Tools
Sketch
Figma
Adobe CC
Zeplin
Principle
Framer
Rhino3D
KeyShot

Programming
HTML
CSS
JavaScript(Basic)

_AWARDS & ACTIVITIES

1st Place
Liquidnet Design Challenge
New York, NY
JULY 2018

1st Place
IEEE Data Vis Competition
Phoenix, AR
AUG 2017

Recipient
Purdue Promise Grant
Purdue University
OCT 2017

Recipient
Graduate Grant
Eastern Illinois University
JAN 2017

EDUCATION_

PURDUE UNIVERSITY | *W.Lafayette, IN*
M.S in Computer Graphic Technology
M.F.A in Interaction Design   AUG 2017 – DEC 2020

EASTERN ILLINOIS UNIVERSITY | *Charleston,IL*
M.A in Graphic & Interactive Media   AUG 2016 – MAY 2017

KNUST | *Kumasi, GH*
B.A in Industrial Art   AUG 2010 – MAY 2014

WORK EXPERIENCE_

UX / UI DESIGNER *(Full time Co-op)*
Miles, *Redwood City, CA*   JUL - DEC 2019

• **Design for Growth** : I was the product designer for the Refer a friend (RAF) Coupon code feature which was prioritized to drive user acquisition by 5x.
• **Product Design** : Owned the user testings and research to redesign the Miles 2.0 Onboarding flow to address edges cases at the login stage.
• **Interaction Design** : Improved microinteractions within the app to increase ease of use.Handed off multiple Lotti animations assets.
• **Design Systems** : Handled Color patterns, iconography and illustrations on the Miles 2.0 Design Systems.

UX DESIGNER *(Intern)*
Liquidnet, *New York, NY*   MAY - AUG 2018

• **Service Design** : I collaborated with engineers to develop a new sound and visual notification system for the Virtual High Touch (VHT), a company internal tool.
• **SAAS Product design** : Collaborated with developers to create intuitive forms for the HELM platform for ease in collating member credentials for internal use.
• **Data Visualization** : I developed data visualization assets for the Liquidnet 5 updates.

UI DESIGNER
Purdue Graduate School, *West Lafayette, IN*   AUG 2017 - MAY 2018

• **Web Design** :I designed and prototyped the graduate school funding website for development using Cascade/HTML5, CSS3, JS.
• **Web Accessibility Design** :I also debugged the Gradaute School Porfession Develop-ment website and used HTML5 WAI-ARIA tags to make it ADA Compliant.

RESEARCH & TEACHING ASSISTANT
Purdue Department of Industrial Design, *West Lafayette, IN*   AUG 2018 - PRESENT

• **Teaching** :Course instructor for two sophmore Design and CAD courses.
• **Research** :Collaborated with Professors to work on several design projects.

TEACHING ASSISTANT
Eastern Illinois University, *Charleston, IL*   AUG 2016 -AUG 2017

• **Teaching** :Course instructor for freshman Digital Art courses.