Esther B. Onoruke

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Portfolio: *https://esthermyrtle-portfolio.webflow.io*

Notable Projects

Johnson City Railroad Experience

UX Designer   *January* 2025

- Worked with **11 team members** to create **Tidbit Tabby's Whistle Stop Workshop**, a **children's educational training game** focusing on user experience and interactivity using Figma tool, the project achieved a 98% client satisfaction rate.

East Tennessee State University (ETSU)

CBAT Research Assistant   February 2024

- Implemented **user-centered design** elements for websites and online platforms, utilizing CMS tools on several **team-based projects** within established timelines.
- Took pictures for CBAT career fair and profile images for professional shoots.
- Worked on social media designs for Instagram, TV screens, and Facebook.
- Worked on magazine design student of excellence brochures and others.

Professional Experience

PayHelpa

Product Designer   July 2021 - December 2023

- Led the **UX/UI improvement** of legacy systems that featured an AI financial co-pilot, wealth management optimizing **user journeys** by applying **design thinking** and high-level requirements to deliver an improved **interaction flow** for all business sizes.

OffmyYard

UX/UI Designer + Research   June 2022 - September 2022

- Revamped the **UX design** for OffmyYard (auto transport app), resulting in a 50% increase in customer acquisition; optimized **dashboard design** and **prototypes** to reduce customer response time by 35 seconds.

Portico Change Strategy Studios

UI/UX Designer   November 2021 - June 2022

- Developed the **UX and visual design** for Tokeny (tokenized real estate app), increasing property acquisition by 42% through optimized **user-centered design** and maintained the company's **design system,** and led a transition from Sketch to Figma.

Education Experience

Digital Media   MFA, expected May 2026
East Tennessee State University, Johnson City, TN

Interaction Design   MBA, July 2023
Harbour.Space University, Bangkok

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Skills/Tools: UX & Prototyping - Figma ● Interactive Design – Touch Design & After Effects ● 3D - Unreal Engine & Cinema 4D

Certification: Uxcel – UX Writing and Design ● Interaction Design Foundation (IDF) – User Research & Interaction Design