

PASSION PELA

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PROFESSIONAL SUMMARY

As a User Experience Designer & Webflow Expert, I translate strategic ideas into beautiful, user-friendly digital experiences. I work independently or in some cases with any in-house marketing team to visually bring campaigns to life with design and no-code tools. Webflow is one of the favorite tools in my arsenal: build websites that not only work well and are cleanly constructed, but also contribute to the look and feel and goals of any client. I'm as well proficient in website/project management, IT support, and Search Engine Optimization.

EDUCATION

Heritage Polytechnic. (Higher National Diploma)

Computer Science

TECHNICAL SKILLS

Programming Languages: HTML5, CSS3, and Javascript.

Software and Methods: Webflow, Figma, Wordpress, Finsweet, Lumos, GSAP, Chrome Dev Tool, Photoshop, Illustrator, Canva, API Integrations (e.g., Memberstack and Zapier)

RELEVANT EXPERIENCE

Ose brain Quest Foundation (NGO), Lagos, Nigeria

May 2020 – Present

Website design specialist

Volunteer

- Create wireframes, mockups and prototypes to visualize design concept iterating based on feedback to deliver polished, functional landing pages for different events.
- Proficient in using **ClassMarker** to create, customize, and manage online quizzes and tests, with experience in question bank management, test branding, and analytics.
- Advanced knowledge of SEO optimization, using tools like Google Analytics and SEMrush to enhance website and content visibility.
- Conduct website maintenance, troubleshooting, and ensuring cross-browser and device compatibility.

Reddoor Creatives, Lagos, Nigeria

March 2022 – February 2024

Webflow Developer

- Spearhead the design, development, and maintenance of websites using WebFlow.
- Set up and manage Webflow's CMS for dynamic content, such as blog posts, product pages, or portfolio collections, enabling clients to update content efficiently.
- Integrate third-party tools and APIs (e.g., Memberstack or Zapier to enhance website functionality)

- Implement animations and interactive elements using Webflow's native tools or libraries like Client-First or GSAP for enhanced user engagement.
- Collaborate seamlessly within a project team, contributing to iterative UI/UX designs
- Optimize websites for speed, performance, and SEO, applying best practices to improve load times and search engine rankings.
- Engage in all phases of the web development lifecycle, ensuring comprehensive support.
- Maintain and update existing Webflow websites, resolving issues like broken links, slow load times, or design inconsistencies.

iCREDENCE, Lagos, Nigeria.

July 2020 – September 2022

Web Designer

- Designed and launched responsive websites using Figma and WordPress, boosting user engagement by 60% through intuitive UX/UI and SEO optimization.
- Migrated 27+ websites to cloud hosting platforms, ensuring zero data loss and minimal downtime.
- Domain name registration for clients projects.
- Conduct rigorous testing to ensure seamless functionality and stability across devices.
- Collaborate closely with branding and marketing teams, incorporating brand elements and relevant market research into website designs.
- Offer hands-on support for web development and maintenance, optimizing applications for maximum speed, scalability, SEO, and responsiveness.
- Provide unwavering internal support and external customer service throughout the build and launch process.

Guradian Newspaper

October 2019 – January 2020

Paid Internship

IT Support/Networking

- Configured and maintained network hardware (e.g., Cisco, routers/switches) and software, ensuring optimal performance across mac and windows devices.
- Implemented security protocols, including firewall configurations and VPN setups, reducing security incidents by %30.
- Managed active directory and group policies for network access control, streamlining onboarding for staff monthly.
- Diagnosed and resolved connectivity issues for 10-15 employees daily, achieving a 50% first-call resolution rate.
- Documented network configurations and support processes, creating a knowledge base that reduced resolution time.

RELEVANT PROJECT LINKS

Webflow Projects

<https://circlellp.webflow.io/>

<https://paga01.webflow.io/>

Wordpress Projects

<http://osebrainquestfoundation.org/>

<https://crcycles.uk/>

<https://upscalemsgroup.com/>

<https://emergencecompany.com/>

<https://showcarepharmacy.com>

<https://jigimarket.com/>

<https://chiscoenergy.com/>

Figma Design Portfolio

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