

CHINEDU AYINOTU-CHIMALUME

Product Designer

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PROFESSIONAL SUMMARY

Product Designer with recent hands-on experience designing user-centric web and mobile applications. Transitioning from a background in communication design and talent acquisition into digital product design. Adept at UX research, interaction design, prototyping, and visual storytelling. Passionate about creating intuitive and inclusive digital experiences that align with business and user goals.

SKILLS

Product Design: Human-Centered Design, Design Thinking, Interaction Design, Visual Storytelling

UX Research: User Interviews, Usability Testing, Affinity Mapping, Heuristic Evaluation, Competitive Analysis

Prototyping: Figma, Adobe XD, InVision

Design Tools: Adobe Creative Suite (Photoshop, Illustrator, Premiere), Sketch

Collaboration: Cross-functional teamwork, stakeholder alignment, developer hand-off

PRODUCT DESIGN FREELANCE EXPERIENCE

Freelance | **Product Designer** | Remote

April 2024 - Present

- Partnered with cross-functional teams to design Primus Learning's platform, enhancing engagement for 5,000+ students.
- Conducted usability testing and iterative design improvements, reducing support queries by 30%.
- Led UX strategy aligning user needs with business goals to improve course accessibility and satisfaction.

Austin Childcare Connection | **Product Designer** | Remote

March 2024 – June 2024

- Collaborated on the design of a childcare iOS app, improving caregiver matching and sign-up experiences.
- Conducted 6 user interviews and usability tests; translated insights into actionable design solutions.
- Delivered end-to-end design work, including lo-fi wireframes, hi-fi prototypes, and design documentation.

REI Companion App (Conceptual Project) | **Lead Product Designer** | Remote

May 2024 – June 2024

- Designed a native mobile hiking companion app to enhance safety and real-time trail navigation.
- Facilitated design studio sessions with fellow designers to refine MVP scope and user flows.
- Delivered 13 fully interactive prototypes and conducted usability research to validate designs.

Champion Party Website Redesign | **Product Designer** | Remote

April 2024 – May 2024

- Led e-commerce site redesign including heuristic evaluations, card sorting, and sitemap restructuring.
- Produced detailed wireframes, high-fidelity prototypes, and developer hand-off documentation in Figma.
- Conducted 3 usability tests to optimize search, shopping, and checkout experiences.

ADDITIONAL PROFESSIONAL EXPERIENCE

Amazon | **Technical Talent Acquisition**

November 2019 - June 2023

- Directed visual content creation for digital and print campaigns, ensuring brand consistency and high-quality output by aligning visuals with campaign objectives and brand guidelines.
- Designed digital and print materials using Photoshop, Illustrator, InDesign – creating branded assets and promotional content to enhance marketing campaigns and brand visibility.
- Boosted social media management, boosting brand awareness by 90% and significantly increasing user engagement.
- Crafted visually striking promotional materials and event highlights that significantly enhanced brand presence and supported marketing objectives.

EDUCATION

GENERAL ASSEMBLY | Certificate Product Design

June 2024

EASTERN MEDITERRANEAN UNIVERSITY | MA Digital Media & Film

Aug. 2017

EASTERN MEDITERRANEAN UNIVERSITY | BA Communication and Media Studies

Aug. 2015