

Martin Eke

UI/UX Designer

+234 808-516-9496 · martinclasiq@gmail.com · [LinkedIn](#) · [Portfolio](#) · Lagos, Nigeria

EDUCATION

Google Coursera

Google UX Design Professional Certificate

March 2022 - August 2022

Abia State University

B.Sc in Biochemistry

September 2023 - Current

SKILLS

User Interface (UI) design, Responsive Design, Strong Visual Design skills, Wireframes, Prototype, Design Systems, Design Thinking, Mobile applications Design, Empathy, Market Research, Animation, Graphic Design, compliance flows, User Journey, UX component, Excellent Communication skills, Teamwork skills, Problem-solving, User Experience Design, Collaboration skill, Branding, UI/UX Design, Interaction Design, User Experience Research, AI prompting, Data Analytics, time management skills.

Tools: Figma, Framer, Webflow, Adobe XD, Adobe Creative Suite, Illustrator, Invision, Lottie, Canva, Sketch, Adobe Suite, Design tools, Dora, Wordpress, Adobe Photoshop, After Effects, HTML5, CSS3, Corel Draw, Capcut, high-fidelity mockups.

WORK EXPERIENCE

Gabby Software, Remote, Texas

UI/UX Designer

January 2024 - Current

- Collaborated with the engineering team to design and implement a complex AI Job-match system that connects Employers to Talents resulting in 20% increase in user engagement, 30% reduction in user support tickets.
- Planned, Collaborated and influenced cross-functionally with team of 6 which are engineers, developers, product managers, Stakeholders and the overall product design team in a fast-paced collaborative environment to design creative, Aesthetic and intuitive High-fidelity designs for their website projects leading to 40% increase in conversions.
- Contributed to the ideation, innovation, Organization, and distribution of project style guides, brand identity, flow diagrams, Design systems, site maps, prototypes, storyboards, user stories and usability testing with more than 15 users in order to ensure premium quality of the website for users of the website.

GiftCop, Lagos, Nigeria

UI/UX Designer

October 2022 - January 2024

- Led the design of the entire e-commerce platform, including user-centered design, payments & banking products, complex admin dashboards, and robust backend systems, resulting in a successful launch within budget and two weeks ahead of schedule. Achieved a 35% increase in user acquisition within the first three months and boosted transaction volume by 50%, contributing to a 25% rise in overall revenue across the African market.
- Produced all social media contents (social posts, ads, and video content) for 6 major product launch and holiday marketing campaigns, resulting in an average 28% increase in overall organic and paid social media engagement.
- Conducted usability testing with over 25 users to gather feedback and ensure the highest quality user experience for the website and visual consistency. Played a key role in the development of comprehensive design documentation, including design systems, prototypes, wireframes, typography, color palettes, and iconography.

Colette Rocks, Remote, Delaware

UI/UX Designer

August 2021 - November 2022

- Improved Colette Rocks' website by redesigning landing pages and improving mobile platforms responsiveness which generated 70% more leads via email capture forms and reduced bounce rate by 20%.
- Conducted quantitative and qualitative User research, A/B Testing, organized, analyzed data with strategic decisions that improved user-experience solutions for the SaaS website which provided a more intuitive approach in completing tasks and navigating through the product that led to a 40% increase in productivity.
- Worked on B2C projects ranging from fintech web dashboards, investment platforms with banking features, to client portals, always aiming to streamline complex financial processes and got 80% satisfaction from clients.

Fiverr, Remote

UI/UX Designer

July 2020 - Current

- Built more than 10 User interface projects within front-end web frameworks, exploiting associated templates and tools to shorten development times for several clients with speed & quality.

- Operated and worked on gigs from clients who want to design their logos, consumer-facing mobile ios, Android apps and web products and got 80% satisfaction from clients.