OMODADEMU PRINCESS AWOYELU

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PROFESSIONAL SUMMARY

User research and interface designer with 6 years of practical progressive experience in Fintech, Telehealth, EdTech, Cloud technology, and E-commerce. Areas of expertise include:

Prototyping Tools	Graphics Tools	User Research	Productivity	Language	Knowledge Areas
● Figma	● Illustrator	● Lookback	● Jira	● HTML	● Business Analysis
● Adobe XD	● Photoshop	● Maze	● Trello	● CSS	● Usability Principles and Testing Methodology
● Sketch		● Survicate	● Asana	● JavaScprit	● Human-Centered Design methodology
					● Quantitative and qualitative research methods

EDUCATION

Cambrian College, Ontario   **Sept. 2023 - June 2024**
Mobile Application Development – User-Centered Design

Kwame Nkurmah University of Science and Technology   **Sept. 2013 - June 2018**
Bachelor's, Computer Science & Engineering

CERTIFICATIONS

Google UX Design Professional Certificate
Figma UI UX Design Essentials- **UDEMY**
Service Design: How to Design Integrated Service Experiences – **INTERACTION DESIGN FOUNDATION**
Certified Scrum Professional®-ScrumMaster – **THE KNOWLEDGE ACADEMY**

PROFESSIONAL EXPERIENCE

Sofvie, Ontario, Canada
Lead UI Designer (Contract)   *May 2024 - August 2024*
- Collaborated closely with design, product, engineering, and other internal stakeholders
- Leveraged empathy research techniques to gain insight into user psychology to inform design strategies effectively
- Guarantee adherence to both federal and provincial regulations by incorporating comprehensive compliance features into the platform.
- Utilized Ontario's Design System in a responsive and user-friendly digital tool tailored for the HVAC/R industry in Canada to manage refrigerant usage effectively.

VentureC – USA (Remote)
Lead UX Designer | Product Lead   *Feb. 2023 - July 2024*
- Employed elicitation methodology to understand the product vision, requirements, and target audience.
- Conducted extensive research on market trends, user needs, and competitor analysis to inform product design decisions.
- Utilized human-centered design methodology to discover, design, and deliver product user interface
- Developed comprehensive design specifications and documentation, including style guides, design patterns, and interaction guidelines for web application and enterprises
- Collaborated closely with cross-functional teams to ensure seamless integration of design solutions.

Shkula (Remote)
Founding Product Designer   *December 2020 – Feb. 2023*
- Conducted requirement analysis and design definition to define requirement architecture and design options.
- Created personas derived from extensive user research and data analysis, ensuring a nuanced understanding of user behaviors and preferences.
- Created wireframes, prototypes, and visual designs using industry-standard design tools to effectively communicate product concepts and functionality.
- Conducted usability testing and gathering user feedback to refine and improve product designs.

Ondo State Primary Healthcare Development Agency
UX Designer (TeleHealth)   *Feb. 2019 -*
August 2021
- • Conduct user research to understand healthcare professionals, researchers, and patient's needs, behaviors, and pain points.
- • Analyze data to create user personas and journey maps.
- • Design intuitive and user-friendly interfaces for applications, websites, and software used in the Life Sciences sector.
- • Work closely with scientists, researchers, product managers, and developers to understand technical requirements and constraints.

Scynett Ghana
UX Designer/Web Developer   *June 2015 - October 2018*
- • Developed brand identities and visual assets for various clients, ensuring consistency and alignment with brand objectives across digital platforms.
- • UX design using figma for web applications and enterprises in hospitality and healthcare.
- • Experience in website development for restaurant and hospitality businesses across Ghana using HTML, CSS, JavaScript, and Angular.

PORTFOLIO

My portfolio showcases a robust design background with notable projects such as:

- ● **uPivotal**: An EdTech solution fostering collaboration across industries and communities.
- ● **CANONIN**: A leading identity verification solution for B2B and SaaS markets in Africa.
- ● **Shkula**: An EdTech app designed for fostering education and collaboration.
- ● **SignatureBank:** Is a tech-driven financial institution providing exemplary financial services and products that empower businesses.
- ● **Starbook**: A project focused on intuitive design and user engagement.
- ● Behance Portfolio