

# OLA ATEGUN

Product Designer; UI/UX

📍 Winnipeg, MB

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## EDUCATION

**Red River College** - May 2024

Diploma (DMD - Interaction design and development)

**Crescent University** - October 2020

BsC. (Computer Science)

## SKILLS

User research

Wireframing & prototyping

User interface design

Usability testing

HTML, CSS & Javascript

Problem solving

Analytical skills

## TOOLS

Figma

Webflow

VS Code

Wordpress

Monday

InVision

Jira

## CERTIFICATES

**Udemy | UI/UX Design**

Completed a UI/UX certificate program involving hands-on experience in user research, wireframing, prototyping, and design principles.

**Udemy | HTML, CSS, Javascript**

Achieved a Web Development certificate, honing proficiency in HTML, CSS, and JavaScript, and applying these skills to create dynamic and responsive websites

**Coursera | Fundamentals of Digital Marketing**

Completed a Digital Marketing certificate, gaining expertise in social media marketing, email marketing, SEO, content creation, and digital analytics, and applying these skills to develop and execute successful marketing campaigns.

## EXPERIENCE

**Webgro | UI/UX Designer**

Oct 2022 - Mar 2024

- Designed responsive web and mobile interfaces, aligning with clients' brand identities and business objectives.
- Conducted UX audits and heuristic evaluations to identify usability issues and recommend improvements.
- Facilitated client workshops, user interviews, and A/B tests to gather actionable insights and validate design choices.
- Delivered design specs, prototypes, and design systems using tools like Figma and Adobe XD, ensuring seamless handoff to development teams.
- Collaborated with cross-functional teams including developers, marketers, and stakeholders to meet tight deadlines and deliver quality products.

### Key Achievements

- Led the redesign of a fintech dashboard for a major client, improving task completion rate by 30% and reducing customer support tickets.
- Developed a reusable design system that cut design and development time by 40% across agency projects.

**Terra | UI/UX Researcher & Designer**

Aug 2020 - Sep 2022

- Elevated the user experience for a substantial user base on the e-learning platform, fostering engagement through intuitive design and streamlined navigation.
- Developed and executed comprehensive communication strategies to keep users informed about new features, updates, and ongoing improvements to the e-learning platform.
- Incorporated inclusive design practices, collaborating with content creators to develop learning materials that catered to a diverse and inclusive audience.
- Conducted usability tests and analysed feedback, identifying areas for improvement in the design process.

### Key Achievements

- Led a navigation redesign that reduced course drop-off rates by 25%, improving overall course completion metrics.
- Introduced a new onboarding experience for first-time users, resulting in a 35% increase in activation and engagement within the first week.