

# EXON NKEMCHOR – UI/UX Designer

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## EXECUTIVE SUMMARY

T-shaped Product (UI/UX) Designer with 2+ years of experience designing digital products for startups and high growth businesses – moving complex projects from zero to one, bridging the gap between user insights, technical boundaries and business requirements towards user centered product-based solutions.

## WORK EXPERIENCE

### [UX Writer](#) – UXTweak

Aug 2022 – Present

Bratislava, Slovakia, Remote.

- Wrote easy-to-read engaging article content, guides and documentation across user experience design disciplines like information architecture, ui design, usability testing, user research, and user experience design on the SaaS UXTweak blog and grew existing user base by 5%.
- Ensured timely and accurate flow of design information while adhering to the recommended best practices in UX writing.

### [UI/UX Designer](#) – Dev and Design

Jan 2023 – Apr 2023

Abuja, Nigeria, Remote.

- Collaborated with a cross-functional team to conduct user research on an Infra-African fintech payment app called 4Pay.
- Co-ordinated product ideation to develop useful solutions for the 4Pay app using frameworks like SWOT analysis and How might we's while adhering to strict timelines.
- Distilled product solutions, validated assumptions and translated this into relevant personas, user stories and user flows.
- Stress test all use cases and iterated on earlier designs eliminating friction and keeping product solution aligned with user goals and business needs.
- Collaborated with a cross-functional team to design the fintech 4Pay MVP with high fidelity designs while staying lean and prototyping this solution to present to stakeholders.

### [UI/UX Designer](#) – Hack for LA

Mar 2022 – Aug 2022

Los Angeles, California, USA, Remote.

- Conducted user interviews, user testing, analyzed testing sessions, proposed solutions docs for the Hack for LA team.
- Conducted competitors' UX benchmarking for specific features across Hack for LA's range of products.
- Improved and planned product strategies, using the UX design thinking process that helped in shaping the design process in the UX guides team.
- Initiated and designed detailed reports for new guides team members and to improve on the earlier design of the guides team docs/slides and the larger civic tech community.
- Designed and validated solutions for customers using a well detailed information architecture & wireframes, created interactive web prototypes and tested this solution on the "welcome to guides team docs" for new guides team members and reduced onboarding time by 10%.
- Worked in an agile environment using team management tools like GitHub and Slack and collaborated with developers and product managers alike.

### [Visual Designer](#) – Cube Creative Design, Inc.

Jan 2022 – Mar 2022

North Carolina, USA, Remote.

- Designed visual assets (e.g advertisement, marketing and billboard) for a major e-commerce campaign targeting women in the North Carolina area that resulted in a 20% uptick in sales.
- Worked with team management tools like Microsoft teams.

## **Brand Designer – Brandsforus**

**Oct 2020 – Jan 2021**

Lagos, Nigeria, Remote.

- Lead designer responsible for all Brand visual touch-points (digital and prints) using Adobe illustrator as a design tool.
  - Co-created a brand strategy that celebrates brands who actively participate in corporate social responsibility which led to a 50% increase in sales and visibility for these brands and businesses.
  - Designed simplified brand communication materials that educates corporates on social responsibility which brought massive customer visits, engagement and interaction to 50% across all Brandsforus media platforms.
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## **PROJECTS**

### **Harvest Investment App**

Harvest is an innovative fintech solution to build financial capacity, improve transparency and investor confidence among Nigerian millennials. It simplifies the complexity of investing in stocks both locally and internationally with a transparency first and user-centered approach.

### **Team App**

Team app is an instant SaaS collaborative platform for remote teams to help them schedule calls and manage simple tasks in one hub.

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## **EDUCATION/CERTIFICATION**

### **B.ENG Electrical & Electronic Engineering**

**Nov 2016 – Dec 2022**

Federal University of Technology, Owerri

Undergraduate Thesis on design and implementation of smart surveillance systems for anti-theft detection, tracking and monitoring.

### **Google UX Design Certificate**

**May 2022 – July 2022**

Google

Intensive 3-month program that results in UX Designers that are equipped to implement consistent, frictionless, user-centric designs that increase the ROI of digital products.

### **Design Thinking and People Centered Design**

**May 2020 – July 2020**

Alison

Capstone program that introduces the concept of user centered design, introduction to design thinking, user research and usability analysis.

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## **PROFICIENCIES & TECHNICAL SKILLS**

User research  
Product ideation  
Wireframing  
Product thinking  
Persona mapping  
User interface design  
Lean UX  
User flows

Information Architecture  
Design systems  
A/B testing  
Usability analysis  
Remote and in-person workshop  
Agile project management  
SDLC  
Business Intelligence

Competitive Analysis  
Heuristics evaluation  
Prototyping  
Web design  
UI/UX design  
Product design

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## **SOFTWARE & TOOLS**

Figma  
Notion  
Google Suite  
Webflow (No-code)  
Zeplin  
Google Analytics.