

# OBI IFEANYI SUNDAY

UI/UX Designer

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## Objective:

A creative and dedicated Product Designer with one year of experience in UI/UX design, seeking to join a dynamic team where I can utilize my skills and contribute to the development of innovative products.

## Summary:

Experienced Product Designer with a background in branding and graphic design. Proficient in creating user-centered designs and wireframes, as well as visual design elements for web and mobile applications. Skilled in using various design tools and software, including Adobe Creative Suite, Sketch, and Figma.

## Experience:

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March 2022 – Present

**Product Designer UI/UX**

Phlex Payment LTD (Freelance)

## Achievements

- Using design and prototyping tools, I redesigned the mobile service app to a more user-friendly one and also designed a new website and mobile for a new service and product that is still ongoing.
- As a team, we were able to fully design and develop a POS payment app available on Android and also design the interface used by the POS machine in various screen sizes.
- In addition to product design, I lead a team tasked with developing a brand identity for a new product/service within the parent company. Through strategic planning and execution, I successfully established a strong online presence and cultivated a loyal following for the brand from scratch. As a result, our customer base grew by an impressive 30%.

## Roles and Duties

- Leading and driving product marketing initiatives to deliver successful outcomes, from ideation to implementation and execution.
- Managing all business and promotional activities with a keen focus on legal and ethical standards and internal procedures, keeping abreast of relevant Acts.
- Creating engaging and intuitive user interfaces for apps, websites, and other interactive media.
- Delivering high-quality UX design solutions that exceed expectations, using wireframes, visual and graphic designs, flow diagrams, storyboards, site maps, and prototypes.

- Providing expert advice and guidance on the implementation of UX research methodologies and testing activities, to predict and analyze user behavior and preferences.
- Collaborating closely with cross-functional product and development teams to create user-centered designs and wireframes for web and mobile applications.
- Implementing visually appealing design elements such as icons, illustrations, and animations to enhance the user experience and improve engagement.
- Conducting rigorous user research and usability testing to ensure that designs meet user needs and goals.
- Effectively communicating design concepts and solutions to stakeholders and team members, using a variety of mediums to articulate the value of the design process.

## **Experience:**

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March 2020 – April 2022

**Brand Marketing Manager (Social and Digital)**  
Corporate Luxury

### **Achievements**

- Developed and executed a comprehensive social media strategy to enhance brand visibility and increase engagement with the target audience, achieving a remarkable growth of 45% on Instagram within 9 months.
- Participated in a collaborative effort to launch the 2021/2022 Spring-Summer collection via a compelling social media campaign that resulted in sales exceeding 2 million naira over a 2-month period, leveraging both the social media platform and the company's website.
- Took an active role in producing video content for various seasonal campaigns, including Valentine's Day, Discount Sales, Christmas Sales, and product launches, to create engaging and impactful marketing materials.

### **Roles and Duties**

- Developed and conceptualized the brand identity, establishing a distinctive graphic style and tone for all communication materials.
- Devised and executed comprehensive sales and marketing strategies to drive product growth and increase brand recognition.
- Collaborated closely with the communications team to identify and implement effective marketing tactics to enhance brand awareness.
- Consulted with product development teams to gather and analyze customer data, resulting in the refinement of products to meet customer needs and preferences.
- Maintained and strengthened the company's positive reputation and image within the markets it serves, ensuring a sustained competitive advantage.

## Experience:

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March 2018 – February 2022

**(Co-Founder) - Team Lead Digital Marketing**

Xion Digital Agency

### Achievements

- Spearheaded a comprehensive digital marketing strategy that resulted in a remarkable 200% increase in organic traffic to the client's website within six months.
- Designed and executed highly successful paid Facebook advertising campaigns, generating an average of 200 unique website visitors for each of the four clients.
- Conducted rigorous A/B testing on paid Facebook ad campaigns, increasing conversion rates by 75% and driving offline sales up to 120%.
- Drove business growth by generating 1200 high-quality leads on various social media platforms, successfully converting 40% of leads into high-value sales.

### Roles and Duties

- Managed and executed marketing initiatives in alignment with product and service releases, coordinating with cross-functional teams to ensure successful implementation.
- Lead client meetings to ascertain project objectives, identify professional requirements and prescribe tailored solutions for optimal client success.
- Devised and executed digital strategies on multiple platforms, consistently delivering high levels of customer engagement and brand visibility.
- Demonstrated mastery in digital platforms such as Facebook and Instagram, keeping up-to-date with the latest developments and incorporating best practices in all projects.
- Created and curated social media content with a consistent tone and messaging, aligning with brand guidelines and optimizing engagement metrics.

## Skills

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|-----------------------------|------------------------|--------------------------------------|
| • Visual Design             | • WordPress Web Design | • UI/UX Design                       |
| • Prototyping               | • SEO/SEM              | • Communication and presentation     |
| • Wireframing               | • Branding             | • Prioritization and time management |
| • Adobe creative suite      | • Graphic design       |                                      |
| • User research and testing |                        |                                      |

## Education

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January 2015 - June 2016

**MSc Computing and Information Technology**  
University of Northumbria, Newcastle Upon Tyne, UK

September 2008 - October 2012

**BSc Computer Science and Information Technology**  
Igbinedion University, Okada, Edo State, Nigeria

August 2007

**High School Diploma**  
Baptist High School, Buea, Cameroon

## Courses

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August 2020

**Certified Digital Marketer**  
Google

## Volunteering

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March 2020 - Ongoing

**Volunteer**  
Trinitas Foundation

- Volunteer with a non-governmental organization (NGO) that caters to the needs of children, women, and widows in rural areas of Nigeria.
  - Provide support to the NGO's mission of empowering rural communities through education, health, and economic development.
  - Participate in community outreach and awareness-raising initiatives to promote the NGO's mission and engage with local communities.
  - Collaborate with other volunteers and staff to develop and implement innovative and effective solutions to community challenges.
  - Attend training sessions and workshops to enhance skills and knowledge relevant to the NGO's work and community development.
  - Perform other duties as assigned by the NGO's management team, such as administrative tasks or fundraising activities.
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