



DEBORAH DADA

UX Designer

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PROFESSIONAL SUMMARY

Seasoned business driven UX Designer with 3+ years' experience focused on creating meaningful experiences through design and simplifying business solutions across the finance, education, health, real estate, and blockchain ecosystem. With experience creating solutions through designs for both local and international clients, Deborah has developed a knack for helping businesses achieve their business goals while focusing on their users' experiences. Seamlessly integrate the technical aspects of projects and consulting with engineers, product managers, and key stakeholders of every product to facilitate successful product launch.

Mentor and Facilitator with over 300 trained professionals and over 100 one-on-one mentees through tech platforms and personal coaching. Passionate about up-skilling young tech talents in Africa to pursue a career in UX Design to become changemakers of the ecosystem.

PROFESSIONAL EXPERIENCE

Product (UX) Designer Feb. 2021 - Present

Grupp, Nigeria (FinTech)

Payment infrastructure for offline communities- B2B2X Model

- Coordinate and oversee the user experience of products from conception to launch, including discovery, research, sketching, and detailed design, and facilitate progress at each stage for existing and new products
- Revamp concepts or ideas into practical and valuable designs for over 5000+ users and end-to-end design flows as well as visuals that individually contribute to the product and feature set
- Collaborate with project managers, engineers, researchers, content strategists, and quality assurance officers regarding the implementation of user experience from conception to launch
- Increased product acquisition rate by 32% by designing an easy to use white-label solution for B2B and B2C Users
- Taking feedback from our 94 onboarded financial institutions with over 20,000 businesses. to design a more user-centric product.
- New ideas and experiments — creating entirely new tools for a lending infrastructure from the ground up that help Financial institutions issue loans to their business

SKILLS

- User experience
- User interface design
- Wire-framing
- Prototyping
- Product Management
- Product Design
- User research
- User flow
- Interaction design
- Visual communication
- User empathy
- Collaboration
- Testing and iteration
- Information architecture
- Brainstorming
- Figma, Figjam & Miro
- Notion
- Jira
- Balsamiq Mock-ups

EDUCATION

- Creative Ferry Academy (2020) - User interface and User Experience Design
- Bachelor of Science (B.Sc.), Statistics 2018 - Federal University of Agriculture, Abeokuta
- Secondary School Leaving Certificate 2012 - Taidob College
- Member - Interaction Design Foundation.

PROFESSIONAL EXPERIENCE

Grazac Academy, Nigeria

UX Design Facilitator Jan. 2022 - Present

- Prepare training materials, develop instructional content, determine methodology, and revise training plans to meet training requirements
- Track, report, evaluate the effectiveness of training solutions, make changes to programs based on feedback, and provide a return on investment analysis as well as recommendations
- Evaluate the knowledge of class participants to determine training needs and effectiveness
- Deliver presentations and training sessions on user research, problem statement development, interaction design, information architecture, developing personas, and empathy in UX design amongst others

Algostacks AI & Data Analytics, USA (E-Commerce Saas)

UX Designer Feb. 2021 - Present

- Gather and evaluate user requirements in collaboration with product managers and engineers
- Illustrate design using storyboards, process flows, and design several graphic interface elements
- Develop UI mockups and prototypes that clearly illustrates how the site function and look like.
- Redesigned already existing interface and facilitated Customer Retention by 10%.

Huzzle, England (EduTech)

UX Designer Nov. 2021 - Dec. 2021

- Spearheaded the user experience and design of the events feature of the products from conception to launch
- Collaborated with project managers, engineers, and quality assurance officers regarding the implementation and launch of the web app event feature
- Illustrate simple and clear prototypes using technology such as Figma for the events feature including Android, iOS, and web.

Scelloo Software, Nigeria (Saas)

UI/UX Designer Sept. 2020 - Dec. 2020

- Collaborated with the agile product team setups and short product development iteration cycles to design a B2B2C solution for the logistics industry
- Integrated user needs, business goals, and technology requirements into product designs to drive design decisions
- Collaborated with and influenced executive engineers, product managers, UX researchers, privacy, legal, and marketing partners
- Built a user-centric roadmap for features across the SAAS solution to offer services to logistic businesses to aid monitoring of routes and fleets
- Worked with the design teams to ensure the quality and consistency of all products in line with design systems

AirSmat

UI/UX Designer July 2019 - Sept. 2020

- Designed an e-commerce marketplace to facilitate the trading of farm goods and services between farmers on the AirSmat platform and 3rd party organisation
- Illustrated design ideas using storyboards, process flows, and sitemaps.
- Developed UI mockups and prototypes that clearly illustrate how sites function and look.
- Adhered to style standards on fonts, colors, and images.

Freelance

UI/UX Designer July 2019 - Feb. 2021

- Developed several tech products for industries such as health, finance, logistics, e-commerce, and real estate.
- Designed a Web portal and mobile app for a women-centric company, providing platforms to accelerate female entrepreneurs and female-led businesses, through loan services
- Designed elements for 20+ projects involved with platforms such as business-to-business platforms (B2B), business-to-customer platforms (B2C), and software as a service platform (SaaS).
- Collaborated with multiple functional teams including software engineers, product content management, product marketing, and graphic designers.

VOLUNTEERING AND LEADERSHIP EXPERIENCE

- Digital Village Facilitator 2020: Technology for Development (Tech4Dev)
- Product Manager (2022):

PROFESSIONAL CERTIFICATIONS

- Beyond Design: Practical Tips for Freelancing and Creating your Brand | The Interaction Design Foundation
- User Experience: The Beginner's Guide | The Interaction Design Foundation
- Design for the 21st Century with Don Norman | The Interaction Design Foundation
- Membership Certificate | The Interaction Design Foundation
- User Research: Methods and Best Practices | The Interaction Design Foundation

PROJECTS

All projects can be found in the link attached below

- **Grupp**
trygrupp.africa
- **Vast**
usevast.com
- **Shecluded**
shecluded.com
- **Airsmat**
airsmat.com