**TOBILOBA ODU**

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| **Senior UI + UX Designer** |
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| With 7 years' diverse experience spanning digital marketing and UX design across industries like health-tech, finance, and ecommerce, I'm a seasoned Senior UX Designer. Leading dynamic teams, I've crafted intuitive digital experiences, boosting efficiency by 30%. Collaborating cross-functionally, I align design strategies with business objectives, ensuring user-centricity. My track record includes mentoring talents to industry success and driving substantial increases in user satisfaction and conversion rates. |

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| EXPERIENCE | |  | | --- | | **OSB GROUP** | | **SENIOR UX DESIGNER |** **APRIL 2022** **–** **PRESENT** | | * Lead a dynamic team dedicated to UX Strategy + Design, overseeing the creation of intuitive and visually appealing digital experiences. * Established robust design standards, methodologies, and processes, achieving a remarkable 30% increase in team efficiency. * Collaborate closely with cross-functional teams, including Product Managers, Engineers, and Stakeholders, to align design strategies with business goals and user needs. * Lead comprehensive user research, user testing, and iterative design sessions to ensure alignment with evolving user preferences and business needs. | |
|  | |  | | --- | | **DESIGNLAB** | | **UX DESIGN MENTOR |** **JULY 2023** **–** **PRESENT** | | * Committed to fostering a culture of growth and development. * Provide constructive feedback and support, emphasizing Strength Discovery, UX Design Expertise, and Portfolio Enhancement. * Achieved a notable result: 7 out of 11 mentees successfully enhanced their design skills and secured new roles in the industry. | |
|  | |  | | --- | | **iSIXTY VISUAL DESIGN COMPANY** | | **LEAD UI + UX DESIGNER |** **MARCH 2021** **–** **MARCH 2022** | | * Designed interactive prototypes, leading to an average 25% increase in user satisfaction. * Analyzed user feedback and requirements, creating detailed designs and experience maps for clients in various industries. | |
|  | |  | | --- | | **HELIUM HEALTH** | | **PRODUCT + PERFORMANCE MARKETING |** **NOVEMENBER 2020** **–** **FEBRUARY 2022** | | Crafted comprehensive user journey maps and conducted thorough user research to gain insights into customer needs and uncover potential avenues for boosting sales conversion. Executed effective A/B testing and optimization tactics that ultimately delivered a 20% uplift in conversion rate. Overseeing paid ad campaigns on Google and social media platforms, I played a crucial role in driving lead acquisition for multiple products. | |
|  | |  | | --- | | **ACUMEN DIGITAL** | | **PRODUCT DESIGNER |** **FEBRUARY 2020** **–** **FEBRUARY 2021** | | Designed comprehensive end-to-end products for two fin-tech start-ups, resulting in a 50% boost in user retention for the client.  In addition, I spearheaded a new process for design approvals and feedback, leading to a significant 50% improvement in output quality. This involved clarifying design roles and responsibilities, setting standards for feedback and approvals, and establishing a systematic review process. | |
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| EDUCATION | OLABISI ONABANJO UNIVERSITY  BSc. INDUSTRIAL CHEMISTRY  KARROX COMPUTER EDUCATION CENTRE  DIPLOMA IN APPLICATIONS DEVELOPMENT | PRODUCT SCHOOL  HOW TO BUILD DIGITAL PRODUCTS  FUTURE LEARN  USER EXPERIENCE DESIGN |

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| SKILLS/TOOLS | DESIGN  FIGMA, UXPIN, ADOBE XD, VSCODE, GITHUB PHOTOSHOP & ILLUSTRATOR, STORYBOARD, USER JOURNEY MAPPING, USER RESEARCH, COMPETITOR ANALYSIS.  CODING  HTLM, CSS, JAVASCRIPT. | PROTYPING TOOLS  INVISION, FRAMER, PROTOPIE & WEBFLOW |