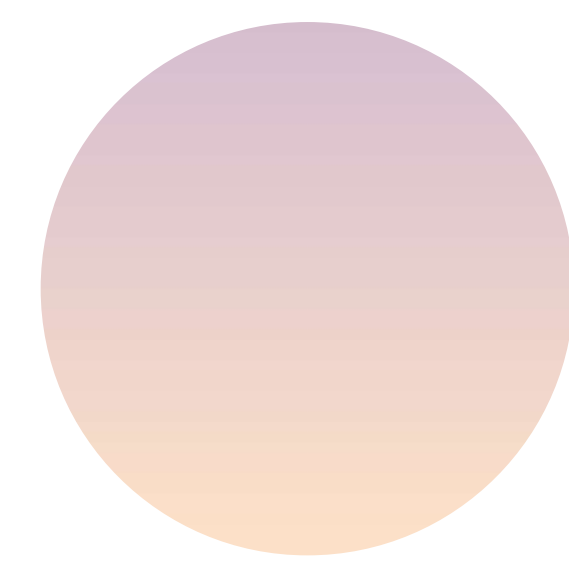


EMMANUEL ODOEMELAM

PRODUCT DESIGNER

[Web Portfolio](#)[LinkedIn](#)[Dribbble](#)[Behance](#)odoemelamuemmanuel@gmail.com

About Me

I am...

A startup-savvy product designer who has spent 3+ years designing end-to-end experiences for web and mobile. I sit at the intersection between products and business, combining excellent user experience with modern user interface, leading to winning business results.

I'm most proud of...

Leading a team of designers and developers in launching an eCommerce and logistics mobile app, AmatNow, which has a 5-star rating on the app stores, and over 2,000 active users.

Tools

Figma, Sketch, Illustrator, Photoshop, After Effects, Framer, Zeplin, Wordpress.

Enterprise Skills

Commercial awareness, Prioritisation, Problem solving, Strategic thinking, Drive & Initiative, Leadership, Teamwork, and Effective communication.

Technical Skills

UX Design (UED), Product Validation, User Research, Mobile App Design, A/B testing, Visual Design, Prototyping, HTML, and CSS.

Volunteering

Mentorship

2022

To contribute and give back to the design community all over the world, I took it upon myself to mentor aspiring designers on the basics of product design. Four (4) months after the commencement of the mentorship 2 mentees landed their first jobs.

Experience

Toptal • Worldwide

Freelance Product Designer

Aug. 2022 - Present

- Helping clients achieve measurable success by creating modern user interface and interactions to enable a smooth user experience.

Regal Flowers • Nigeria

UI/UX Designer (Contract)

Jun. 2022 - Aug. 2022

- Analysed and interpreted existing heat maps data from user interactions on the website, pinpointing areas of less impacts. Leading to the validation of a website redesign.
- Delivered the creative direction for the website redesign; employing a clear information hierarchy, appropriate white spacing and imagery, relatable colors, and subtle interactions to nudge users towards purchasing flowers.
- Reduced the checkout process by 60%, from five to only three steps. Designed an interactive and personalized web application.
- Effectively communicated design interactions and decisions to the development team through rapid prototyping, and regular workshops.

AmatNow • Turkey

Lead Product Designer

Nov. 2021 - Jul. 2022

- Managed a 5-member cross-functional (product, engineering, sales, support) team and coordinated with six business partners toward the successful launch of an e-commerce platform.
- Conducted workload assessments and devised new operational processes that led to a 30% increase in productivity.
- Led design of the customer facing e-commerce application from ideation to launch.
- Conducted research and design initiatives within complex transit system constraints to create user-centric products for admin, management and rider personas.
- Redesigned the official company's website that led to an increase in mobile application downloads by 30%.
- Worked iteratively on feedback received by users and merchants. Created a video guide for store registration, leading to an increase in merchant registration by 40%.

Design Mentor [\(Web3Ladies\)](#)

2022

Trained 100+ women to Web3 design through in-classroom instructions, and one-on-one mentoring on topics related to UI fundamentals, user research, product strategy, Web3 designing, and interaction design.

Design Mentor [\(Mentortribes\)](#)

2021

Over a 5-months bookcamp, I guided 60+ students in UI/UX design, through curating a structured curriculum, interacting with students bi-weekly, answering design-related questions and removing impediments that delay their progress in completing projects. At the end of the Boot camp, students were able to curate a detailed case study of solutions to validated user problems.

ENACTUS FUTA [\(NGO website\)](#)

2020

Established a public presence for a Non-governmental organization geared towards creating engaging community development projects, that placed people's own ingenuity and talents at the center of improving the trajectory of their lives.

Recognition

Employee of the Month (March 2022)

AmatNow

2021 Grand Prize Winner [\(Aiot\)](#)

Enye Hackathon

Education / Certifications

UX Design: From concept to prototype

2021 • University of Michigan

Human Computer Interaction, Industrial and Product Design

2020 • IDF

B.Eng, Petroleum Engineering

2019 • Federal University of Technology, Owerri

[AdronHomes](#) • Nigeria

Product Designer (Contract)

Sep. 2021 - Dec. 2021

- Conducted Virtual and physical interviews with stakeholders and end-users to align on both parties' end goals.
- Completed end-to-end UX designs for the cross platform Real Estate mobile application.
- Designed an interactive CRM web app for the administrative management.
- Created a design system that reduced technical debt for both designers and engineers.
- Developed high-level mockups, interaction flows, and sections prototypes to effectively communicate interaction and design ideas to stakeholders and the development team.

HOP • Nigeria

Product Designer

Nov. 2020 - Nov. 2021

- Carried out detailed User Research (Online survey, Competitive analysis, Empathy mapping) for an all-in-one B2B platform, to understand the user's needs and pain points.
- Created various user flows and user stories for 3 personas based on data gathered in a user survey. This helped in keeping the team in the right user-centered direction.
- Worked with the creative team in defining and implementing solutions for the product brand direction, visuals, and user experience; ultimately designing and implementing multiple responsive website pages and a B2C web application.
- Conducted user testing sessions of the checkout process, leading to an iteration that reduced the checkout time by 50%.
- Facilitate workshops with cross-functional partners and achieved alignment through visibility, discussion, and collective ideation.

Vittas International • India

Product Designer (Contract)

May. 2021 - Jul. 2021

Understanding the project brief, establishing the feel and look of concepts, generating ideas, and executing designs. Helping clients achieve success by creating modern user interface and interactions to enable a smooth user experience.

Created a design system that reduced technical debt for both designers and engineers.

Happy Love Studio • United Kingdom

Creative Designer

May. 2019 - Nov. 2020

- Creative designer for the design agency working on several projects. Documentation and research focusing on user needs. Identifying problems and proposing solutions, executing UI Solutions to improve user experience. Creating iOS and Android mobile designs for POCs and engaging solutions for potential clients.
- Creating visual designs for branding, advertising projects and using graphic designs to communicate business needs.