

IFEOMA

KATHERINE

AKABOGU

SKILLS

Design

UI Design, Wireframing, Prototyping, Design System, Graphic Design

Research

User Research, User Interview, Usability Testing, Surveys, Cultural Probe, Storyboarding, Empathy Mapping, Affinity Diagram, A/B Testing, Personas, User Journey Map, Competitive Analysis

Process

User-centered Design Principles, Human-Computer Interaction, Design Thinking

Technical

HTML5, CSS3, WordPress

Tools

Figma and FigJam, Miro, Qualtrics, Jira, Adobe XD and Photoshop

EDUCATION

B.Sc. Public Administration

University of Nigeria.

CERTIFICATIONS

Google UX Design

Certificate, Coursera
November 2023.

Human-Computer

Interaction, Interaction Design Foundation (IxDF)
April 2024.

User Experience Designer/Researcher

Milton, Ontario Canada.
omaakat@gmail.com
+1(437) 559-1178
ifeomaakabogu.com
linkedin.com/in/ifeoma-akabogu

EXPERIENCE

A-Ilupeju Ear, Nose and Throat Hospital, Lagos.

November 2017 – Present.

UX/UI Designer (Remote), January 2022 – Present.

- Conceptualized, iterated, and optimized website design projects using user-centered design methodologies, which resulted in an 83% increase in appointment booking registrations.
- Conducted thorough user research, usability testing, analyzed results and facilitated design thinking sessions based on research insights with stakeholders, leading to a 93% drop-off rate reduction on the digital products.
- Implemented UX and UI strategies through A/B testing, resulting in substantial increases in landing page conversion rates from 2.38% to 42.6% in less than two weeks.
- Developing detailed user personas elicited from the user research insights to ideate on design solutions and ensuring alignment with user needs and business requirements.
- Creating wireframes and functional prototypes using Figma and Adobe XD based on selected winning design sketches resulting from collaborative design thinking process with team members.
- Ensuring designs are consistent and responsive across desktop, tablet, and mobile devices, through the use of the Hospital's branding Design System.
- Presented and interpreted research insights, mockups, and recommendations to upper management and stakeholders, receiving reviews and feedback from them.

Website Designer, November 2017 – December 2021.

- Collaborated with key stakeholders to lead in the redesign of the hospital's website using WordPress, contributing to an 89% increase in user engagement and online presence.
- Implemented SEO strategies that improved the hospital's Google rating from 2.1 to 4.8.