

# Ore Osoba

## UI | UX Designer

oreosoba@gmail.com | (+1) 416-418-3070 | [LinkedIn](#) | [Portfolio: www.oreosoba.com](#)

## Professional Profile

A multi-talented creative experienced in UX/UI design with a passion for storytelling and creating compelling user experiences. Highly proficient in translating complex concepts into intuitive designs. Skilled in the use of design tools and applications. Detail-oriented with the ability to ensure deadlines are met. Experienced in crafting seamless interactions that elevate user satisfaction and drive engagement.

## Experience

### The Applabb, Toronto | UX | UI Designer

June 2023 – August 2023

- Identified actionable insights and learnings through in-depth user research, in-depth interviews, and usability testing
- Consolidated user insights through personas and experience journey maps modeling
- Worked on reviewing existing systems and processes to identify UX issues and develop UX recommendations
- Identified areas of opportunities for clients and solved functional challenges through brainstorming, white boarding sessions, ideating, and designing digital solutions
- Worked closely with project stakeholders to define user journeys, build storyboards, wireframes, mock-ups, prototypes and solutions that met usability best practices
- Collaborated with the Product and Development team to implement UX designs and continually iterated on designs to deliver the optimal user experience
- Worked with design systems and component libraries to reinforce design guidelines, best practices, and standards
- Participated in UX / UI activities in an Agile environment such as user / design research, interviews, and workshops
- Designed and created user interfaces for web and mobile applications
- Worked in close collaboration with multidisciplinary teams to design functional solutions
- Conducted ongoing research to stay current on UX and UI development best practices
- Awareness of AODA accessibility guidelines as well as contemporary inclusive design standards

### RCN North America, Toronto | UX | UI Designer

April 2023 – May 2023

- Worked with content management systems (CMS) – Wordpress
- Designed UI elements and tools for better data visualization across multiple user types
- Created design elements and tools such as navigation menus, search boxes, tabs, and widgets for our digital assets.
- Collaborated with cross-functional teams to create captivating user interfaces for the website, leading to an improvement in user engagement.
- Ensured website function and stability across devices i.e. desktop, mobile, tablet and optimized site for maximum speed and scalability
- Involved in user acceptance testing of UI elements such as CTAs, banners, page layouts, page designs, page flows, and target links for web pages.
- Implemented front-end development technologies such as HTML and CSS

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### ADHD Solution | UX | UI Designer

Jan 2023 – April 2023

- Solved customer pain points throughout User Journey evaluation
- Audited customer experiences and touch points
- Led Design Thinking workshops to help the project team better empathize with users and shape solutions to their needs
- Synthesized research findings into insightful and concise user research documents
- Facilitated surveys and interviews with users and project stakeholders
- Created design deliverables such as mood boards, user workflow diagrams, user journeys, collaboration boards, empathy maps, user flows, wireframes, storyboards, and interactive prototypes and solutions that met usability best practices
- Developed in-depth user research plans, facilitated in-depth interviews, analyzed findings and delivered actionable insights
- Produced use cases to build UI design elements to develop features and products for the customer
- Collaborated with other designers and developers from diverse backgrounds to develop and deliver user-centered digital solutions.
- Organized and detail oriented with the ability to handle multiple UI-leading initiatives
- Developed and ensured quality control measures and AODA standards are met across all designs

### Talk About Talk, Toronto, UX | UI Designer

Sept 2022 – Dec 2022

- Conducted user research, identified user needs and pain points, translated pain points into cohesive and fluid user experiences.
- Generated creative and innovative UX strategies for digital experiences with visual storytelling which led to an increase in user retention.
- Made immediate improvements to the customer experience journey
- Collaborated on defining product vision and feature roadmaps that created value for the client
- Conducted usability testing and gathered feedback to iterate and improve designs
- Developed conceptual diagrams, task flows, information architecture, wireframes and interaction design specs, to ensure the user's needs were met across all stages of the experience
- Showed strong attention to detail and ability to prioritize tasks effectively
- Articulated a clear rationale for all design decisions that united an exceptional knowledge of UX/UI principles to user needs and business value
- Experienced working in an agile development environment
- Performed user research using various methods to understand user pain points, areas of concerns or frustration
- Delivered high-fidelity wireframes and prototypes using Figma, Adobe Photoshop & Illustrator, and InVision which reduced development time

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### **CBN, International Financial Inclusion Conference** | UI Designer

Nov 2022 – Dec 2022

- Identified areas of opportunities for clients and solved functional challenges through brainstorming, ideating and client meetings
- Worked on several types of projects including user interfaces, brand identity and content development
- Created visual design solutions that address business requirements
- Created screen layouts, interfaces and navigation components
- Designed and shaped unique, user-centric designs and experiences.
- Facilitated the client's product vision by researching, conceiving, sketching, prototyping and user-testing experiences for digital products
- Made deliberate design decisions and translated any given user-experience journey into a smooth and intuitive interaction
- Experienced in presenting and defended design decisions to team and management
- Knowledge of user interface design principles and best practices
- Made strategic design and user-experience decisions related to core, and new, functions and features
- Worked well as part of a team with a track record for meeting deadlines, managing competing priorities and client relationship management

### **Women in Management, Business and Public Service (WIMBIZ)** | Digital Designer

May 2019 – Oct 2022

- Leveraged best practices and standards for information architecture and interaction design, design patterns, and user-centered design process to solve complex design problems.
- Collaborated with project stakeholders to determine business objectives and purpose for the proposed project
- Designed brand identities, branding guidelines and infographics that emphasized the brand's tone and voice, through well deployed visual touch points, which received widespread media attention and increased public awareness of the organization's mission.
- Collaborated in the development of long-term vision to move forward interaction design and design thinking practices
- Developed good communications skills and a knack for working with a diverse range of contributors and teams, synthesized different perspectives, and mediated occasional disputes
- Demonstrated organizational and communication skills within design and cross-functional teams.
- Crafted visually compelling designs that aligned with the creative direction and brand guidelines, and also appealed to the specified audiences

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## Skills & Tools

Wireframing & Prototyping, User Research, User Experience Design, Design Systems, Interaction Design, Design Thinking, Usability Testing, Strategic Design, User Flows, User Interface, Personas, User Engagement, User Journey, Information Architecture, User Acceptance Testing, Visual Storytelling, User-centered Design, Agile Environment, Project Management (Agile & Scrum), Mobile and Web Applications, Digital Products, Branding, Digital Solutions, Design Guidelines, Visual Design, Typography, Mood Boards, Data Visualization, Infographics, Sketching, Workflow Diagrams, Task Flows, Brainstorming, Client Meetings, Creative Direction, Workshops, White Boarding, Team Player, Empathetic, Creative And Innovative, Problem-Solving, Good Communication Skills, Organized And Detail Oriented, Meeting Deadlines, Critical Thinking, Financial Inclusion, Client Relationship Management, Content Development, Content Management Systems, Adobe XD, Adobe InDesign, Adobe Photoshop, Adobe Illustrator, Invision, Figma, Miro, HTML and CSS, WordPress Theme and Template Integration, PRINCE2.

## Education

Postgraduate Certificate: **Interactive Media Management**, Centennial College, Toronto

Masters Degree: **Project Management**, Lancaster University, United Kingdom

BSc: **Computer Information Systems**, Babcock University

Certificates: **Prince2 Foundation - Candidate Number: P2R/814296**

Training: **AODA (Accessibility for Ontarians with Disabilities Act)**