

# IDOWU ADESINA

## UX Designer

[/idowuadesina.myportfolio.com/](http://idowuadesina.myportfolio.com/)

### CONTACT

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### EDUCATION

Certified UX Design  
2018 | CareerFoundry, Germany

Certificate in HCD & Prototyping  
2017 | IDEO.org

Master's in Business Admin. (MBA)  
2016 | IE Business School, Spain

Degree in Psychology  
2010 | University of Ibadan, Nigeria

### UX/UI/DEV. SKILLS

A/B Testing

Personas

Wireframing

User Stories

User Research

Task Analysis

UI/Visual Design

Copywriting

Usability Testing

Journey Maps

Rapid Prototyping

HTML/CSS/JavaScript

Information Architecture

Design System Language (DSL)

### TOOLS

### LANGUAGE

Sketch

English

InVision

Spanish

Adobe CS

Axure RP 8

Adobe Illustrator

Adobe Photoshop

Balsamiq Mockups 3

### PROFILE

A User experience designer skilled at creating responsive and functional mobile and desktop solutions that meet user needs. My background in Psychology and Business enables me uncover and understand key human insights which are translated into relevant design solutions that align with business requirements. I solve complex problems with simple designs and experiences – so people can focus on what really matters.

### EXPERIENCE

#### UX Designer

**CareerFoundry, Berlin | November 2017 – Till Date**

Created and tested mobile and web apps using UX methodology with Front-end development - user research, mapping, usability testing, Information Architecture, wireframing, prototyping, HTML/CSS, JavaScript, UI Kit, iOS Human Interface and Android Material Design guidelines.

#### Design Researcher

**IDEO Acumen+ | September – November 2017**

Planned and carried out the research activities for a social innovation project focused on eating habits in Social Kitchens. Applied HCD & Design Thinking methodology – framing/reframing, inspiration, ideation and implementation. Worked with a multi-cultural team in agile setting

#### Co-Founder/Product Designer

**VozViews | January 2016 – July 2017**

Developed and launched an online survey app that captures voice survey responses and converts into quantitative data. Product selected for the semi-finals of the IE Accelerator Venture Lab in Madrid

#### Business Development Executive, EMEA

**DemTech S.L, Madrid | March – September 2016**

Executed the marketing and sales of B2B FinTech solutions across Europe that resulted in over \$120,000 in billings. Implemented market researches, client acquisitions, Lead generations, product demos and presentations. Worked with product managers and developers for product requirements.

#### Senior Executive, Strategy & Communication

**Sterling Bank Plc, Lagos | October 2013 – April 2015**

Designed and launched financial products that redefined how 180+ million people carry out financial transactions. Also responsible for interpreting the corporate strategy into communication activities and messages.

#### Brand Management Executive

**Insight PUBLICIS, Lagos | April 2011 – September 2013**

Handled the communication and promotional activities of consumer brands across Africa. Products included, but not limited to Lucozade, Panadol, AquaFresh and Hyundai