**AUSTIN E. AMADI**

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**UI/UX DESIGNER**

**personal statement**

I am a UI/UX Designer with over four years of experience, passionate about creating visually stunning and user-friendly digital experiences. I have collaborated with cross-functional teams to deliver projects on time and within budget, and I am committed to continuous learning and keeping up with the latest design trends. I am excited to join a team that values creativity, collaboration, and innovation.

**career history**

**ELVTR, Toronto ON**

**UI/UX Designer** (Full-time) **April 2023- Date**

* Carried out in-depth case study through user research on LinkedIn messaging to understand how artificial intelligence can be utilized in remodeling the messaging experience. To do this I carried out user research on individuals within various phases in their career (Job seeker, Mid-career and Senior officers).
* Designed a function that cuts down application process job seekers by 60%, allowing for a better experience and less time consumption.
* Remodeled LinkedIn screen so that the “away message” feature can be more visible.
* Redesigned the messaging feature such that AI would be able to instantly detect cyber threats (particularly phishing), and automatically block and report the sender, rather than letting the user do it themselves. The result of this is customer satisfaction and improved productivity from users.

**Side HustleNG, Nigeria,**

**Product Designer** (Part-time) **February 2022 - September 2022**

* Produced user-friendly designs for mobile and web applications through thorough UX research and comprehensive UI designs with various tools like Figma and Adobe suites
* Conducted user research and usability testing on five different products, resulting in a 20% decrease in customer complaints
* Drove UI mock-ups and prototypes with Figma and Adobe Suites to illustrate how sites function and look
* Created and launched two new digital products within six months, resulting in a 20% increase in revenue

**Stock Gap Fuels Limited, Nigeria,**

**Product Designer** (Full-time)  **February 2020 - July 2022**

* Drove the design of the analytical dashboard and enhanced the efficacy of daily operations by 3.5% within the first two months and progressed over the coming months hence, inadvertently facilitating revenue generation and monitoring revenue allocation
* Revised daily operations by generating information architecture for the company to generate a Standard Operating Procedure (SOP) for various departments in the firm
* Delivered new improvements to previous designs through user research and design iteration
* Increased user engagement by 25% through the implementation of a new user interface design
* Improved conversion rates by 15% by optimising the checkout process on the e-commerce platform

**Nova University, Nigeria,**

**UI/UX Designer** (Full-time) **September 2018 – January 2020**

* Modified client webpage through collaborative work, utilising industry best practices to identify user's problems
* Revamped brand ratings by 2% within a month by driving client satisfaction ratings
* Enhanced client customer retention by 4% through user research and building user-centred visuals and features
* Revamped existing mobile website and devised a "how to integrate social media with online" marketing initiative
* High-fidelity wireframes, clickable prototypes, and usability testing were all developed.

**education**

**Institution:** Centennial College **April 2023**

**Course:** Diploma - Biotechnology

**Institution: Landmark University July 2018**

**Course:** BSc - Microbiology

**CERTIFICATIONS**

**Certificate, Skill Share, New York, USA March 2023**

* Advanced UI/UX Design

**Certificate, Nova University, Lagos, Nigeria**

* Web Design Consultancy

**July 2022**

**Certificate, Side HustleNG, Ibadan, Nigeria**

* Product Design

**May 2022**