

IYEKE VICTORY

www.benance.net/iyekvictory

viconeykush@gmail.com

+234 708 461 5238

EXPERIENCE

UX Designer at Onestop.ng

March 2023

- Increased the company's sales by 10% by incorporating a landing page and redesigning already existing pages with modern aesthetics through sketching, wireframing and prototyping.
- Enhanced navigation experience resulting in 25% increase in website visits by incorporating a better user flow and creating a design system with 30+ elements.
- Collaborated with the front-end development team to ensure quality implementation of the design.
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UX and Web Designer at South Wind Global Limited

April to June 2024

- Designed and developed a website for a petroleum distribution company that helps users order bakery products easily that generated 4k+ user interests.
- Conducted competitive audit to compare navigation experiences among the websites of similar companies and ascertain gaps, note strengths and weaknesses and define opportunities to consider in designing for South Wind Global Limited.
- Conducted usability studies to iterate on early concepts.
- Developed the responsive website on Framer within 2 weeks (southwindglobal.framer.website).

SKILLS

Technical: Figma, Framer, Adobe Photoshop, CorelDraw.

Design: User research, Wireframing, Information architecture, Usability studies, Presentation, Prototyping, Design system, No-code development.

Collaboration: Communicative, Gives design critique + feedback, Strong presenter, Detail-oriented.

EDUCATION

Google UX Design Certificate

January 2023 - April 2023, Online

BSc in Pharmacology, Delta State University, Abraka. University

2018 - 2022, Delta State, Nigeria

Design-Led Strategy: Design thinking for business strategy and entrepreneurship.

UX Design Certificate

November 2023 – December 2023, University of Sydney, Sydney, Australia. (Online).