

# AYOMIDE YUSUF

 [Portfolio](#)

 [Phone](#)

 [Email](#)

 [LinkedIn](#)

## PROFESSIONAL EXPERIENCE

---

### UI/UX Designer, Hold.co - Design Agency.

Jan 2023 - Present

- Designed intuitive interfaces for Retreat Compass, a B2C platform similar to Airbnb, streamlining the booking process and enhancing user engagement. This resulted in a 25% increase in booking conversions and a 15% improvement in user satisfaction ratings.
- Created a user-centric gaming platform that enables users to level up with professional boosters by streamlining navigation for seamless experiences and achieving a 20% increase in user retention and a 30% reduction in support tickets.
- Developed a brewing platform showcasing popular beers and local breweries. Utilized interactive graphs, charts, and maps for data visualization, enhancing user engagement and navigation. Achieved a 40% increase in user interactions with breweries and a 25% rise in user-generated beer reviews.

### UX Design Intern, BitHyve Limited.

May 2022 - Nov 2022

- Created a user-centric Bitcoin wallet with a friend and family feature, integrating responsive design and effortless user interactions. Achieved a 30% increase in Bitcoin mass adoption, promoting financial inclusion.
- Prototyped and created a 100% decentralized Fintech feature, facilitating third-party payments, encrypted messaging, and collaborative multi-sig wallets.
- Conducted usability testing on the current version of the Hexapay application to assess user experience. Based on the results, refined the design by enhancing the design system, leading to a 20% increase in user satisfaction.

### Product Design Intern, AIESEC in Lagos.

Sept 2020 - Oct 2021

- Directed the product's design strategy, orchestrating user research, personas, journey maps, wireframes, prototypes, and visual designs. This approach yielded a substantial 20% increase in user sign-ups.

### UI/UX Design Intern, Newport Global Solutions.

June 2020 - Aug 2020

- Collaborated with the Software Engineering team to design 'to-be' scenarios, wireframes, interactive prototypes, and information architecture for the Birth a Child campaign. This comprehensive approach led to a substantial boost in user engagement.

## SKILLS

---

**Design Skills:** User experience design, User interface design, Human-centered design, Interaction design, Visual design, Web design, Mobile app design, Product design, Responsive design, Design thinking, Prototyping, Mockups, Wireframing, Data visualization.

**Tools:** Figma, Invision, Miro, Corel Draw, Adobe XD, Photoshop, Illustrator, After Effects, Webflow, Framer, Sketch, HTML/CSS

**Soft Skills:** Empathy, Problem-solving, Communication, Critical thinking, working in cross-functional teams, Copywriting, Leadership, Creativity, Inquisitiveness, Adaptability.

## EDUCATION

---

### University of Lagos, Nigeria

Jan 2018 - Sept 2024

Bachelor of Electrical and Electronics Engineering

### Interaction Design Foundation

UX Design Certification

## LEADERSHIP EXPERIENCE

---

### President, Society of Electrical and Electronics Engineering Students.

- Overseeing the operations of the society, including organizing events, coordinating meetings, managing budgets, and fostering collaboration among members, while promoting the growth and advancement of electrical and electronics engineering knowledge and skills within the society.

### Treasurer, Society of Electrical and Electronics Engineering Students.

- Overseeing the financial affairs, including budgeting, tracking expenses, and ensuring accurate financial records.