BRAIMAH SORKUWULI ABIOLA

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PROFESSIONAL EXPERIENCE

Oct.2022 → Jan.2024
(2 years)

CREATIVE DIRECTOR @Studio IX

At Studio IX, I led creative initiatives and spearheaded design strategies that drove client success and elevated brand identities. My work significantly improved user engagement and customer satisfaction for various digital products.

- Redesigned onboarding flow for Astrae, reducing bounce rate by 17.2%
- Collaborated with development teams to ensure pixel-perfect implementation of designs, leading to a 98% client satisfaction rate
- Conducted user research and implemented design changes that reduced churn rate for Midas to 22%

Jun.2019 → Mar.2022
(3 years)

LEAD UI/UX DESIGNER @AAA Software

As the Lead UI/UX Designer for Skillura, I led the design efforts for a SaaS platform that streamlines employee training and vetting. My contributions resulted in higher platform adoption and improved usability for clients.

- Designed a complete onboarding flow, reducing user setup time by 5%
- Collaborated with stakeholders to prioritize features that aligned with business goals, increasing client satisfaction scores by 43%

Jan.2018 → Jan.2019
(1 year)

UI DESIGNER @Protocol73

At Protocol 73, I focused on crafting intuitive interfaces for blockchain applications, empowering users to create, trade, and manage NFTs seamlessly. My designs played a pivotal role in enhancing platform usability and adoption.

- Created and optimized interactive dashboards for asset tracking, improving operational efficiency for users.
- Delivered a consistent and appealing design language across web and mobile platforms, strengthening the platform's brand identity.

EDUCATION

Oct.2017 → Nov.2021
(4 years)

BACHELOR OF SCIENCE IN COMPUTER SCIENCE

Kwame Nkrumah University Of Science & Technology (KNUST)

Kumasi, Ghana

SKILLS

DESIGN
Design UX/UI
Prototyping
Design Systems
Responsive Design
CRO

DEVELOPMENT
Next.js / React
Framer Motion
Tailwindcss
ShadCN Components
HTML, CSS, Javascript

OTHER
User Research & Testing
Collaboration
Creative Problem Solving
Communication

TOOLS
Figma
Sketch
VS Code
InVision
Jira
Maze