**David Amofah**

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**Portfolio:**<https://davidamofah.com/>

**PERSONAL PROFILE**

I'm a highly passionate and reliable Lead UI/UX Designer who enjoys creating beautiful and intuitive digital experiences that users love. Creatively solving complex problems and working in agile and cross-functional teams for great impact! Working efficiently in the end-to-end product design life cycle which contains research, UX, UI and IXD (interaction design). I’m a strong communicator, effectively working collaboratively with my teams of engineers, product managers, and more. I’m also a UI/UX Design Mentor, helping and Mentoring junior designers in the art of product design and UX research best practice.

**EMPLOYMENT HISTORY**

**Nov 2023 - Present Ubisense**

**(Full-time) Lead Product Designer**

**Jul 2023 - Dec 2023 Kin Group**

**(Contract) Product Design Lead**

**Duties:**

As a lead designer, I led the whole end-to-end design process for Kin’s new syndicate investment platform. Working in a scrum agile environment, collaborating with key stakeholders within the business e.g. senior product owner, head of department, dev teams & the founders in building their first digital product. Helping to solve complex problems with creative design solutions. Having multiple workshops, ideation sessions and focus groups for user research to iterate and validate designs.

**Oct 2021 - Apr 2023 Fotech, BP Launchpad**

**(Full-time) Lead UI UX Designer**

**Duties:**

In charge of the full end-to-end designs for all digital products, helping to improve the user experience and solving complex problems with effective/creative solutions. I also build and maintain a design system that has been efficient in my workflow. Currently, I sit within the software product team, working closely with the senior product managers, full-stack software engineers and more. Some of my projects includes machine learning and AI technology on an international scale. I’m an advocate for our end users and as part of UX research I execute best practice techniques/methods in a user centred environment.

**Feb 2021 – Oct 2021 Caplin Systems, City, London**

**(Full-time) Senior Product Designer**

**Duties:**

Working on the software trading platform with 4 product solutions we offer to our clients in the financial sector (Banks) both desktop & mobile. Solving challenging complex problems, finding best practice solutions, and trying to validate them. Working with big brands like Santander Banks, BBVA and ING, helping to create features for their white-label trading platform (FX Sales). Building and maintaining the company’s design system, creating design documentation for each new feature/functionality for our design system and to help support the developers.

Creating personas and having various workshops to brainstorm ideas, solutions, tackling issues and planning strategy.

**Mar 2018 – Oct 2020 Croner-i, Waterloo/Blackfriars, London**

**(Full-time) Senior UI / UX Designer**

**Duties:**

As a lead UI/UX designer I'm in charge of the whole end-to-end design life cycle for the company’s software technology department. I work closely with Full-Stack developers, product owners, business analysts, QA testers & external agencies, to deliver high-quality UX and UI solutions. Working in an agile and scrum environment with a cross-functional team, I manage priorities over a range of projects. I also mentor junior designers, assigning tasks & providing help and support where needed. I have created and managed a design system from scratch, ensuring all our online product ranges have the same consistent experience and branding. I'm in charge of the full, shipping design assets and ensuring design specification is on point when working with developers & clients.

**Jun 2017 – Jan 2018 Edenred, Pimlico, London**

**(Contract) Senior UI / UX Digital Designer**

**Duties:**

Reporting to the Head of Design. Providing UI design solutions for employee savings online platform (Compliment Select). Working with the marketing team on designing and hand coding responsive HTML/CSS emails for campaigns also designing and coding landing pages as well. Working with product managers and developers on various online products for UX / UI designs. As well as designing websites I also produce sketched wireframes. Creating responsive designs for mobile.

Providing UI/UX solutions for Comp Select (online product). Sitting down with the product owner for product requirement gathering and then creating mock-ups.

**Aug 2015- Apr 2017 Debenhams, Head Office London**

**(Full-time) Web Digital Design Production**

**Sept 2011- Jul 2015 BradleyDyer, Reigate (Digital Creative Agency)**

**(Full-time) Web UI Designer**

**EDUCATION AND TRAINING**

**Sept 08 – July 10 Kingston University**

* Computer Science BSc (Hons) final year degree.
* New Technology Institution (NTI) 2nd year foundation degree.

**Sept 05 – July 08 South Thames College, Putney, London**

* Higher National Certificate in Computing (HNC).
* BTEC National Diploma for I.T. Practitioners.
* City and Guilds Diploma I.T. Practitioner Level 2.

**SKILLS AND ACHIEVEMENTS**

Adobe Creative Cloud: Adobe XD, Figma, Sketch, Axure RP, Invision, Marvel, Mobile native app, Interaction design, Responsive designs, UX (discovery/research, wireframes, flow diagrams, site mapping, personas/user stories, prototyping), and technical (HTML, CSS, JavaScript/JQuery & Github).

**Special Achievements** - 2008 Awarded Adult Learners’ 2007-2008.

Higher Education of the year.

- 2005 Diana of Wales Memorial Award.

Wandsworth Borough Young Person of the year.

**ONLINE DESIGN PORTFOLIO**

**UI/UX portfolio:** <https://david-amofah.webflow.io/>

**LinkedIn:** <https://www.linkedin.com/in/david-amofah-26a0ba17/>

**References available on request**