

Akinboluwaji (Akin) Agboola

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Experienced User Experience and Interaction Designer leveraging 3+ years in product design and 7+ years in visual design with a demonstrated history of working with businesses across different domains helping them effectively execute strategies and develop products. Problem-solver well-versed in crafting user-centric products and seamless multi-channel experiences, adeptly leveraging digital media.

EXPERIENCE

EmpowHerTo FL

UX/UI website Designer

Sep 2023

- Collaborating with the communications department, I was responsible for redesigning and developing a visually appealing, user-friendly, and responsive website that aligned with the organization's branding and mission.
- Implemented UI/UX improvements based on best practices and on-page SEO to enhance the website's visibility and search engine rankings.
- Customized WordPress theme, resulting in a unique and cohesive design that reflected Empowherto's vision and values and enhanced the user experience and interface design of the website.

Lumen Media LTD

UX/UI Designer

Jun 2021 – Feb 2023

- Managed agency team to develop websites, brand identities, promotional materials, and communication strategies for a client base, including non-profit groups, political aspirants, B2B and B2C companies, and startups.
- Collaborated cross-functionally to improve user experience through iterative user flows, content audits, and heuristic evaluations leading the feature-level product management for the development team and communicating design concepts to technical and non-technical audiences.
- Designed a chatbot for an e-commerce website to streamline its product selection functionality for its customers. This resulted in an improvement in the product categorization architecture and a 15% increase in customer satisfaction.
- Successfully orchestrated 19+ outdoor events, fostering exceptional customer experiences through strategic design management, overseeing 70+ vendors, and engaging with 3000+ attendees. Collaborated with product managers to prioritize CX-focused features, leading to a 40% increase in attendance and 80% retention rates for subsequent editions.

Credo Advisory

UX and Visual Designer

Jun 2020 - Jul 2021

- Collaborated with Health care specialists on a national COVID-19 sensitization campaign that developed 16 evidence-based videos and 200+ flyers to communicate safety measures aimed at mitigating the spread of COVID-19. Broadcasted to 114 million digital impressions nationally across TV, web, and social media channels.
- Implemented strategies to improve communication for relief response at State and Local government levels by developing print and video materials distributed to +2.6M households of the vulnerable and poor improving their access to assistance.
- Collaborated with cross-functional design and the strategic communications team in weekly sprint circles to develop informational materials in English and three other languages improving the reach of communication material among target rural communities and other stakeholder groups.

Mercy Corps

Design and Print Contractor

May 2019 – Jun 2020

- Collaborated with the communications department to oversee the creation and print production of project communication materials, including fact sheets, technical briefs, success stories, infographics, and compendiums for over 7 different projects spanning 7 states and 500,000 beneficiaries.

- Drove the improvement in production efficiency for project materials and souvenirs leading to a reduction in design, production, and delivery time by an average of 10 days while maintaining high quality in conformity with USAID and Mercy Corps standards.

Nigerian Men's National Basketball Team - D'Tigers

Visual Design Consultant

July 2016 – Aug 2020

- Lead Designer during international events, including the Olympic Games in 2020 and 2016, FIBA World Cup in 2019, and Afro Basket 2016. Developed material reporting team performance on social media channels resulting in a 45% increase in channel engagement and building followership to 100k on Twitter and 40K on Instagram.

ECOWAS - Regional Animal Health Centre

Interface Designer

Oct 2018 – Jan 2019

- Orchestrated a comprehensive product analysis collaborating with three teams to outline functional requirements for the transboundary disease monitoring and reporting database. This resulted in a model that improved Zoonosis case reporting by 35% across the 15 ECOWAS member countries.
- Collaborated cross-functionally to develop data collection sheets, workflows, and implementation guidelines, targeted at keeping response time between case reporting and control measure implementation under 72 hours.
- Developed the web portal interface for reporting officers, achieving the under-72-hour reporting model.
- Outlined development requirements for uniform access integration with existing ARIS 11 and OIE frameworks implemented at the local, regional, and national levels improving process automation and increasing operational efficiency by 30% in accordance with One Health standards.
- Conducted a website audit leading to a redesign resulting in a reduction in bounce rate from 67% to 32%.

AVM Consults LTD

Network and Project Administrator

Aug 2012 – Jan 2017

- Optimized the staff scheduling process by streamlining daily work order assignments, weekly schedules, transportation, logistics, and time-sheet management for the project team of 40+ personnel.
- Revamped AVM's document control system, increasing timeliness in processing requests by 25%.
- Managed project schedules, tracked milestones, and maintained a YoY On-Time Completion percentage average of 85%.
- Executed Prometric-certified training for 30+ participants resulting in a 97% success rate average over 3 years.

EDUCATION

Thomas Jefferson University, USA

Master of Science, User Experience & Interaction Design - CGPA 3.78/4.00

May 2023

Covenant University, Nigeria

Bachelor of Engineering, Information & Communication Technology – CGPA 4.02/5.00

June 2012

AFFILIATIONS

- National Black MBA Association Incorporated, New York Chapter Feb 2023
- The National Association for Media Literacy Education Aug 2023

SKILLS

- Technical Skills: User Research, Data Analysis, UX Strategy, Information Architecture, Gamification, Prototyping, Project Management, Usability Testing, Graphic Design, Print Production, Event Management, Motion Graphics, Basic Programming, Heuristic Evaluation, and Presentation.
- Tools: Figma, Adobe XD, Photoshop, After Effects, Illustrator, Procreate, WordPress, Webflow, Wix, HTML, CSS, JavaScript, Miro, Trello, Jira, Microsoft Office, Google Analytics.
- Certifications: Diplome D'études en Langue Francaise Delf B1, Helicopter Underwater Escape Training (HUET), PMP, Cisco Certified Network Associate (CCNA).