

ANISA ANUHI

Product & UX/UI Designer | Communications Specialist

SUMMARY

Accomplished UX/UI and Product Designer with expertise in **user-centered design, prototyping (HTML, CSS, JavaScript), and UI/UX strategy**. Proven ability to **optimize customer journeys** and deliver **intuitive, high-impact digital experiences** across web and eCommerce platforms. Skilled in **managing cross-functional teams, stakeholder engagement, and agile project delivery**, translating complex concepts into **visually compelling, functional, and responsive designs** that enhance usability across devices.

EXPERIENCE

EU Project Communications Officer

South East Energy Agency | Kilkenny, Ireland, Kilkenny | June 2025 - Current

- Led Digital communications for EU-funded energy projects, optimizing websites and stakeholder portals to increase user engagement by 35%.
- Partnered with IT to design, test, and iterate responsive, user-friendly interfaces, reducing user errors and support requests by 20%.
- Conducted stakeholder engagement workshops to align design solutions with real user needs, improving adoption rates of online tools and platforms.
- Delivered creative assets, layouts, and UI components that enhanced usability while maintaining strict brand consistency, and streamlining stakeholder communications.
- Applied data-driven strategies and accessibility best practices to create intuitive digital experiences across multiple devices, increasing overall platform efficiency.

UX/UI Designer

Dhtriz Limited | Remote | May 2023 - April 2025

- Designed and launched web and mobile interfaces that improved user engagement by 25%, and enhanced overall user satisfaction.
- Conducted comprehensive user research, usability testing, and A/B testing to optimize user flows and reduce friction.
- Developed wireframes, interactive prototypes, and high-fidelity designs using Figma, Adobe XD, and Sketch, aligned with brand and product strategy.
- Collaborated closely with developers and product managers to deliver responsive, accessible, and performance-driven solutions, accelerating project delivery by 15%.
- Implemented scalable design systems and innovative UI patterns that increased conversion rates by 20% across key product features.
- Leveraged the latest UX/UI trends and data-driven insights to continuously enhance the product experience and maintain a competitive edge.

CONTACT

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📍 Dublin, Ireland

SKILLS

- Figma, Adobe XD, Sketch, InVision, Axure
- Wireframing and prototyping
- User research and persona development
- Usability testing and A/B testing
- Customer journey mapping
- Information architecture
- Accessibility (WCAG)
- Responsive and mobile-first design
- Design systems and component libraries
- High-fidelity mockups
- Typography and visual hierarchy
- Interaction and motion design
- Cross-functional team communication
- Product roadmapping and feature prioritization
- Data-driven design
- HTML and CSS awareness
- Creative problem-solving
- Stakeholder engagement

EDUCATION AND TRAINING

Master of Science

Interactive Digital Media

Griffith College, Dublin, Ireland

September 2025

Bachelor of Science

Digital Project Coordinator & Multimedia Designer

Rural Electrification Agency | Abuja, FCT | June 2023 - April 2024

- Redesigned digital dashboards for rural electrification programs, improving user efficiency by 30%, and enabling faster, data-driven decision-making.
- Developed and managed visual communication materials that simplified complex technical data, increasing stakeholder comprehension and engagement by 25%.
- Collaborated with cross-functional teams to deliver user-facing documents and interfaces on schedule, contributing to a 15% improvement in project delivery timelines.
- Applied UX/UI and data visualization best practices to create intuitive, accessible, and responsive dashboards, enhancing usability across multiple devices.
- Standardized design workflows and templates, ensuring consistent and scalable visual communication across all digital products.

Financial Secretary & Administrative Coordinator

Kogi State University | Ayingba, Kogi State | May 2022 - November 2022

- Developed and maintained **digital reporting templates and dashboards**, streamlining data entry and user interaction.
- Collaborated on internal communications, enhancing the clarity of information flow for staff and students.
- Analyze data to generate actionable insights for budget, preparations, and financial planning

Intern Trainee

Graphic Newspaper | Lokoja, Kogi State | January 2022 - April 2022

- Contributed to layout design, typography, and digital visual assets for publications.
- Assisted senior designers create outputs to maximize reader engagement.
- Increased user engagement by 20% on the online platform by means of promotion.

PORTFOLIO WEBSITE

- www.anisaanuhi.com

Mass Communication
Kogi State University, Kogi State,
Nigeria
February 2023

LANGUAGES

English: First Language

CERTIFICATION

- Google UX Design Professional Certificate – Coursera (2025)
- Interaction Design Foundation – Human-Centered Design (in progress)