

Anisa Anuhi Ibrahim

UX / UI Designer · Interaction Design · AI-Assisted Workflows · Emerging Technology
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Dublin / Kilkenny, Ireland

ABOUT

UX/UI Designer with 3 years of professional experience designing human-centred digital products across fintech, education, cultural heritage and public sector. I combine rigorous UX research, interaction design and motion design with hands-on AI tool integration. Currently designing digital experiences at the South East Energy Agency across EU-funded innovation projects with international stakeholders.

40%

faster task completion

35%

engagement increase

89%

feature completion rate

90%

user preference score

EXPERIENCE

Interaction & Digital Experience Designer

[South East Energy Agency](#)

Jun 2025 – Present

Kilkenny, Ireland

- Lead end-to-end UX design across EU-funded digital platforms — research, wireframes, prototypes, high-fidelity UI and engineering handoff.
- Redesigned platform IA and user journeys — 35% engagement increase, 20% conversion improvement.
- Embed AI tools (ChatGPT, Firefly, Midjourney) into research synthesis and design workflows.
- Present and defend design decisions to senior stakeholders and international partners.

UX/UI Designer

[Dhitriz Limited](#)

May 2023 – Apr 2025

Remote

- Owned full product design lifecycle across web and mobile — research, IA, wireframing, interaction design, high-fidelity UI and developer handoff.
- Led UX research and interaction design for Niger SplitPay, a fintech mobile product for West African markets. Research fed into the live Dhitriz commercial product.
- Built scalable Figma component structures ensuring visual consistency across concurrent product workstreams.
- Increased user engagement by 25% through iterative, research-led design improvements.

Digital Product & Visual Communication Designer

[Rural Electrification Agency of Nigeria](#)

Jun 2023 – Apr 2024

Abuja, Nigeria

- Redesigned government-facing digital dashboards — 30% efficiency improvement, 25% uplift in stakeholder comprehension.
- Developed accessible visual communication tools for engineering, policy and operational stakeholder groups.

SELECTED WORK

Forged By Fire

anisaanuhi.com/forgedfromfire

Immersive cultural heritage web experience — user research, GSAP motion design, interactive 3D (Spline/Blender), WCAG AA accessibility, production build. 10-participant usability testing.

Moodle Redesign

anisaanuhi.com/moodle-re-design

End-to-end UX redesign of a university LMS — 18 research participants, AI-assisted synthesis, 5 usability rounds. 40% faster task completion, 90% preference score.

Niger SplitPay

anisaanuhi.com/niger-splitpay

Fintech mobile UX for West African markets — trust-centred microinteractions, 5-state payment flow, offline-first architecture. Feature completion 61% → 89%.

Food Hub

anisaanuhi.com/food-hub

Responsive web product for fitness-focused recipe discovery — mobile-first, goal-based filtering, cross-device continuity, performance-optimised assets.

S K I L L S & T O O L S

UX Design · UI Design · Interaction Design
User Research · Usability Testing · A/B Testing
Journey Mapping · Wireframing · Prototyping
Design Systems · Component Libraries
Accessibility — WCAG AA · Inclusive Design

Figma (advanced) · Adobe Creative Suite
Spline · Blender · Motion.Page · GSAP
AI: ChatGPT · Midjourney · Adobe Firefly
HTML · CSS · Elementor
Stakeholder Engagement · Cross-functional Teams

E D U C A T I O N

MSc Interactive Digital Media
Griffith College Dublin · Dublin, Ireland

2024 – 2025

BSc Mass Communication
Kogi State University · Nigeria

2018 – 2022