

ANUHI ANISA IBRAHIM

Product-Focused UX/UI Designer | Systems Thinker | Data-Driven Problem Solver

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SUMMARY

Product-focused UX/UI Designer specializing in optimizing complex, data-driven systems into intuitive, high-performing user experiences.

I identify high-leverage opportunities within products, simplify workflows, and deliver measurable improvements in engagement, efficiency, and usability.

My approach combines structured problem-solving, rapid prototyping, and close collaboration with engineering to move quickly from concept to validated solutions.

EXPERIENCE

EU Project Communications Officer (UX & Product Focus) 06/2025 - Present

South East Energy Agency Kilkenny, Ireland

- Directed the redesign of digital media platforms, enhancing user experience and interface, increasing user retention rates by 15%.
- Used AI-assisted design tools to accelerate prototyping, explore multiple UI directions, and refine solutions efficiently
- Identified and redesigned key user flows across digital platforms, increasing engagement by 35% and improving task completion.
- Reduced user errors by 20% by simplifying complex workflows and improving interface clarity.
- Translated regulatory and technical requirements into structured, user-friendly systems for diverse stakeholders.
- Ran iterative improvements based on user behaviour, feedback, and usability insights.
- Collaborated directly with developers to ensure efficient implementation and alignment with technical constraints.

UX/UI Designer 05/2023 - 04/2025

Dhtriz Limited Nigeria / Remote

- Contributed to UX design for a large-scale platform update impacting millions of users, focusing on improving usability and interaction flows.
- Took ownership of UX improvements from concept through implementation, ensuring measurable product impact.
- Designed and shipped end-to-end product experiences that increased user engagement by 25%.
- Identified friction points in user journeys and implemented improvements that increased conversion rates by 20%.
- Built scalable design systems to support faster iteration and consistent product quality.
- Conducted usability testing and A/B testing to validate decisions and improve performance.
- Worked closely with engineering to ensure designs translated into production.

Digital Project Coordinator & Product Designer 06/2023 - 04/2024

Rural Electrification Agency of Nigeria Abuja, Nigeria

- Contributed to the design of a cloud storage solution, enhancing user interaction and doubling the user base within the first year.
- Optimized UI elements using predictive analytics, which increased daily active users by 20%.
- Provided UX insights that led to a 30% reduction in customer support calls.
- Initiated a quarterly feedback loop with clients, improving the product roadmap and user satisfaction.

KEY ACHIEVEMENTS

- ★ Increased engagement across platforms by 25–35%
- 🔧 Reduced user errors by 20%+ in workflow-heavy systems
- ✓ Improved efficiency in data-heavy interfaces by 30%

CORE CAPABILITIES

- End-to-End Product Design (0 → 1 & Optimisation)
- Complex Workflow & Form-Based UX
- Rapid Prototyping (Figma, AI-assisted workflows)
- Data-Driven Design (funnels, engagement, iteration)
- User Research, Usability Testing & A/B Testing
- Design Systems & Scalable UI
- Engineering Collaboration & Implementation Awareness
- Front-End Foundations (HTML, CSS, JavaScript)

PROJECT HIGHLIGHTS

Designed interactive, scroll-based web experiences integrating 3D elements and motion design

Built educational platforms translating complex processes into intuitive user journeys

Delivered UX solutions for compliance-driven, form-heavy systems

EXPERIENCE

Financial Secretary & Administrative Coordinator

05/2022 - 11/2022

[Kogi State University, Anyigba](#)

Anyigba, Nigeria

- Developed digital reporting dashboards and templates, improving data interaction and usability.
- Analysed financial data to inform decision-making and planning.
- Improved clarity and efficiency of internal communication systems.

Intern Trainee (Design & Media)

01/2022 - 04/2022

[The Graphic Newspaper](#)

Lokoja, Nigeria

- Contributed to layout design, typography, and digital content production. Supported design improvements that increased online engagement by 20%.

EDUCATION

Master's Degree in Interactive Digital Media

09/2024 - 11/2025

[Griffith College Dublin](#)

Dublin, Ireland

Bachelor of Science in Mass Communication

01/2019 - 02/2023

[Kogi State University, Anyigba](#)

Anyigba, Nigeria

TOOLS & TECHNOLOGIES

Figma · Adobe XD · Photoshop ·

Illustrator · After Effects · HTML · CSS ·

JavaScript · WordPress · Blender · Spline ·

AI-assisted design workflows ·

Prototyping · Ideation · Iteration

FIND ME ONLINE

 [Portfolio](#)

www.anisaanuhi.com

Includes interactive prototypes, workflow-heavy systems, and data-driven UX case studies demonstrating measurable impact.

 [LinkedIn](#)

[Anisa Anuhi](#)

LANGUAGES

English

Native

