

LANRE AYENI

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PROFILE

I'm entrepreneurial-minded designer who strives to execute every task to an exceptional standard. I have over 6 years of experience working on various web and mobile design projects as a freelancer. I strive to produce a unique end user product, which surpasses the expectations of clients. I possess first class interpersonal and networking skills alongside excellent attention to detail and time management as a result of working autonomously, as well as heading up small teams.

WORK HISTORY

iComic app (Lead designer)

Dec 2015 – Sept 2017

- Created wireframes and mockups using tools like Balsamiq and Axure.
- Communicate user journeys and user flow to developer using tools like 'Gliffy' as well as traditional or conventional sticky notes and paper.
- Worked closely with developers and product manager to educate and inform about best UX practices and the importance of User-Centred design.
- Research and investigate use cases to identify focus group for the app.
- Performed A/B testing on users to help with design decisions.
- Created user journeys, personas and UX architecture.
- Validated designs through usability testing and design research.
- Conducted user research (qualitative research, surveys, ethnography observations etc.).
- Created UI elements and icons for app using Adobe Photoshop and Illustrator.
- Rapid prototyped the app using the InVision application to test user flow before development.
- Worked on xcode's storyboards with iOS developers to make sure designs are consistent.
- Created app logo, icons, onboarding and loading screens.

Bodypage (Product designer)

Mar 2015 – Nov 2015

- Redesigned entire app layout and feel.
- Created wireframes and mockups using Balsamiq.
- Worked closely with CTO and CEO to educate and inform about best UX practices and the importance of User-Centred design.
- Rapid prototyped the app screens using the InVision to demonstrate interaction design.
- Created UI elements and icons for app using Adobe Photoshop and Illustrator.
- Research and investigate use cases to identify focus group for the app.
- Validated designs through usability testing and design research.
- Created user journeys, personas and conducted user research (qualitative research, surveys, ethnography observations etc.).
- Performed A/B testing on users to help with design decisions.

Watch this sale (Web designer)

Jan 2015 – Mar 2015

- Discussed creative concepts for brand logos and worked with clients on developing brand identity.
- Created professional graphical designs and banners using Photoshop.
- Programmed responsive web pages using PHP, HTML, CSS and JavaScript.
- Customised web pages using Wordpress as a content management system.
- Installed plugins to the backend to make site secure and easier to manage.
- Analysed 'Google analytics' data to help determine page popularity, demography and average number of page visits.

- Refined UI elements to keep the app fresh and up to date.
- Created wireframes using Axure and conventional white board & sticky notes to identify key features.
- Worked closely with stakeholders to educate and advice on best UX practices.
- Created user journeys, personas and conducted user research
- Rapid prototyped the app using the InVision application to demonstrate interaction
- Customised icons using Adobe Illustrator to suit the look and feel of app.
- Assisted developers using xcode's storyboard to implement UI.

SLNDR (Visual designer)

Aug 2014 – Oct 2014

- Created wireframes and mockups using tools like Balsamiq and Axure.
- Worked closely with stakeholders to educate and advice on best UX practices.
- Validated designs through usability testing and design research.
- Rapid prototyped the app using the InVision application to test user flow before development.
- Created UI elements and icons for app using Adobe Photoshop and Illustrator.

Eve makeup & cosmetics (Front-end developer & Designer)

April 2013 - July 2014

- Worked with clients on developing brand identity.
- Created professional graphical designs using Photoshop.
- Programmed web pages using 'PHP', 'HTML', 'CSS' and 'JavaScript'.
- Used CMS to create a user-friendly backend for easy content management.
- Used 'PHP' and 'CSS' to configure 'Hikashop' shopping cart for consumer purchases.
- Integrated 'PayPal' as a payment method for secure credit/debit transactions.
- Search Engine Optimisation (SEO) to increase page ranking, drive traffic and identify target audiences.

EDUCATION / QUALIFICATIONS

2009 – 2011 BSc Computer Science;
Middlesex University, Hendon

2006 – 2008 LEVEL 3 BTEC National Diploma for IT Practitioners
Lambeth College, London

TECHNICAL COMPETENCIES

Photoshop	HTML/CSS	Indesign
Illustrator	InVision	Wordpress
Sketch 3	Axure	MailChimp

CORE SKILLS

- Takes an original approach to all tasks
- Creative and logical thinker
- Ability to improvise and exercise own initiative
- Impeccable time management and organisation
- Highly analytical and self evaluative
- Result driven and Solution Orientated

INTERESTS & ACHIEVEMENTS

I regularly participate in Hackathons and have been notably mentioned in the Metro Newspaper for my app concept.

As part of my personal upkeep I regularly attend the gym and have a keen interest in water-based sports particularly surfing.