

OLAOLUWA OYEDOKUN

Illinois, United States

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<https://olaoluwa07.github.io/atk/olaoluwa/ola.html>

Summary

- Experience in user-experience design with the proven know-how to combine creative and usability viewpoints Resulting in best practice web and mobile applications.
- Strong background in advanced affinity diagramming, A/B card sorting, user testing and data analytics.
- Advanced knowledge of persona creation. Experienced in analysis of usability protocols, prototyping, and information architecture.
- Experience optimizing user engagement for product development, and compelling user experience to improve user journey.
- Expertise in all technical activities covering planning, product creation and prototyping.
- Knowledge of creating data analysis in data visualization.
- Familiar with high-level computer languages including HTML, CSS and JavaScript. I am open to learn new languages and packages relevant to the job function.
- About five years of experience in advertising and human centered interaction design.

Education & Credentials

Masters in Creative Technologies

Illinois State University.
GPA 4:00

August 2019- May 2021.

Bachelors of Technology in Industrial Design

The Federal University of Technology, Akure.

November 2007.

Project: *The usefulness of outdoor signage in our environment.*

Relevant Undergraduate and Graduate Level Courses

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| ▪ Three Dimensional Design | ▪ Advanced Composition and Color Studies |
| ▪ Research on UI/UX | ▪ Computer Programming for Creatives |
| ▪ Design for AR/VR | ▪ Graphics Design Studio |
| ▪ Design Appreciation | ▪ Web Design and Development |
| ▪ History of Design | ▪ Design and Aesthetic Issues in Arts Technology |
| ▪ Television Graphics | ▪ Software design and creative programming |
| ▪ Repromethods | ▪ Principles and Techniques of Graphics |
| ▪ Book Design and Production Techniques | ▪ Film Animation and Cartooning |
| ▪ Research Methodology in Industrial Design | ▪ Visual Design and Presentation Techniques |

Awards

- Overall Best Student, Lagos State Model College, Meiran.
- Shittu-Betiku Junior Art Competition (Fourth) Lagos State Model College, Meiran
- 2nd Place Position in 2019 Cannes Young Lions (Nigeria) (Print Category)

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Work Experience

Illinois State University

Graduate Teaching Assistant (Creative Technologies) (August 2019 – Till date)

Responsible for teaching and supervising undergraduate classes on interaction design (UI/UX) (ATK 380) and Motion Graphic (ATK 377).

DDB Lagos

Art Director / UI/UX Designer (Assistant Manager) (November 2018 – July 2019)

Responsible for the overall visual aspects of an advertising or media campaign. Designed press adverts, billboards, posters, and storyboards for several manufacturing, communication, and financial companies & institutions.

- Developed marketing and strategy communication materials for different brand advertising campaigns, including MTN, Royco, Lux, FBN Holdings, and McDowels.
- Established UX design as the first stage of all Web and mobile application developments, instituting a user-centered design (UCD) approach.
- Designed high-impact, user-centered Web sites with strong emotional appeal, sophisticated production values and intuitive navigation to maximize user engagement and cement powerful brand identities.
- Spotted the potential to implement innovative new methodologies and improve analytical procedures.

MTN Nigeria, Lagos (Playhouse Communication)

Graphic Designer and UI/UX Designer (August 2016 – November, 2018)

Developed strong and innovative user interface, wireframes and flowcharts for various platforms and different devices (desktop, mobile devices and tablets). I also developed strong and innovative digital marketing strategies, using SEO, PPC, and other techniques to drive traffic to company web pages and generate interest in company products and services. Created engaging written, graphic, and video content while staying up-to-date on latest marketing technologies and social media.

- Collaborated with the design and development teams for on and off-site conversion optimization projects.
- Analyzed the effect of different online and offline channels on each other, developing, and implementing innovative strategies for improvement and growth.
- Established UX design as the first stage of all web and mobile application developments, instituting a user-centered design (UCD) approach.
- Injected user-experience design into couple of web and mobile properties for MTN Nigeria, with efforts cited as instrumental to customer acquisition increase.
- Used available data sources to deep dive and troubleshoot campaign overall performance issues and propose methodical optimization tests; both on-site and campaign based.
- Pioneered the use of A/B split testing for MTN Nigeria web assets and mobile application, facilitating response-rate gains of 25% on banner ads and landing pages
- Spotted the potential to implement innovative new methodologies and improve analytical procedures.
- Designed creative banners for all social media platforms. Experienced working within a marketing/business intelligence environment, worked on the following digital campaigns: MTN 4G LTE, Armed Forces Remembrance day, MTN Arsenal partnership launch, MTN Arsenal Caller ringer back tone.

STB McCann Lagos

Art Director (May 2014 – August 2016)

Responsible for the overall visual aspects of an advertising or media campaign. Designed press adverts, billboards, posters, and storyboards for several manufacturing, communication, and financial companies & institutions.

- Developed marketing and strategy communication materials for different brand advertising campaigns, including Airtel, Kanekalon, Johnnie Walker, Ciroc, and Morning Fresh.

National Television Authority, Anambra

Program Director/Film Editor (March 2013 – February 2014)

Responsible for the planning and execution of film editing activities according to the scripts

- Collected, compiled and edited film according to director's vision.
- Maintained and fixed the rough cuts for enhancing the story-telling feature of the film.
- Performed appropriate research on scripts and analyzed all production requirement to produce a programme

Vantgarde Limited, Lagos

Art Director (January 2013 – February 2013)

Responsible for the overall visual aspects of an advertising or media campaign. Designed press adverts, billboards, posters, and storyboards for several manufacturing, communication, and financial companies & institutions.

- Managed creative production including logos and other visuals
- Produced creative design and altered copy in accordance with layout needs; consulted with copywriter to accomplish desired outcome.
- Successfully directed and implemented all facets of corporate-identity project, including logo, advertisement and website for Nipco Industries.

Research Activities

Independent Study (January 2018 – present)

This research is focused on how healthcare can be improved in the area of pregnancy, before the advent of smartphones most of pregnancy test done at home were carried out using strips. Now a lot of this test could be interacted with without having to go to the hospitals with just the use of applications downloaded to the mobile phone.

- Observed that some women don't know they are pregnant until their delivery day.
- Found out that health care providers definitely want easily track statistics, that they can use to follow trend of activities and achieving a desirable result.

Skills

- Sound Communication Skills
- Detail & Result Oriented
- Excellent Analytical Thinking
- Good Team Player
- Exceptional Problem-Solving Ability
- Persona Creation
- Usability Protocols
- A/B, Card Sort, User Testing

- Information Architecture (IA)
- Prototyping

Computer Languages & Design Packages

- Proficient with Adobe Photoshop, Illustrator, InDesign, Figma, Adobe XD, Adobe PremierPro, CorelDraw X7, Adobe Flash Professional, Protopie, Microsoft Office Suite.
- Familiar with R Studio, Key Hole Suite, Google Analytics, Social Baker, Invision, Data Wrangler.

Professional Trainings and Certifications

- Digital Marketing – Shaw Academy
- Introduction to Marketing –University of British Columbia(Edx.org)
- Marketing Analytics: Competitive Analysis and Market Segmentation-BerkleyX(Edx.org)
- Introduction to R for Data Science: Microsoft
- Digital Strategy and Action: BabsonX
- Brand Content Strategy, YouTube(Google)
- Creative Contributor (Eyeka.com)

References

1. Oladumiye E. Bankole,
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