ADESORO OLUWATOSIN
UIUX Designer

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INTRODUCTION

I'm a multidisciplinary UIUX designer with 3+ years of experience creating user-centric designs for businesses locally and globally. Passionate about solving design challenges. I craft memorable interfaces that stand out in a competitive digital landscape. Outside work, I enjoy watching football, exploring music, and reading books.

PERSONAL EXPERIENCE

Letsellify Tech. Ltd   **March 2024 - Present**

UIUX Designer
- Led end-to-end design initiatives for Letsellify, ensuring seamless alignment with e-commerce objectives and brand identity standards.
- Facilitated cross-functional collaboration across teams, fostering improved communication and operational efficiency.
- Developed comprehensive brand strategies that boosted user engagement by 15%, leveraging advanced design principles and a customer-focused approach.

Letsellify Tech. Ltd   **September 2024 - Present**

UIUX Designer
- Led end-to-end design project for Letsellify logistics platform, creating intuitive user flows and interface tailored to the needs of the vendors, agents, and dispatchers.
- Oversaw cross-functional collaboration between design, development, and operations teams, ensuring seamless implementation of features like real-time tracking, order management, and user notifications.

- Developed comprehensive branding strategies and user-centric design principles that increased engagement by 15%, enhancing the platform's functionality and trustworthiness within the logistics industry.

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iSchools Media   **August 2024 - October 2024**

UIUX Designer
- Led end-to-end design projects for iSchool Media, developing intuitive interfaces for capturing and showcasing school events.
- Facilitated cross-functional collaboration between design, development, and content teams, ensuring seamless integration of event uploads, categorization, and user engagement features.
- Created comprehensive branding strategies and visually appealing layouts that increased user interaction by 15%, enhancing the platform's appeal and usability within the education community.

PORTFOLIO
https://oluwatosinadesoro9.wixstudio.com/myportfolio

SKILLS

- Hard Skills: WixStudio, Adobe XD, Protopie, Figma, Typography, UX/UI Design, Branding, User Research
- Soft Skills: Collaboration, Team Leadership, Creative Problem-Solving, Strategic Thinking
- Impact Metrics: Increasing brand awareness, streamlining design workflows, optimizing client satisfaction

RELEVANT ACADEMIC COURSES

- Figma UI/UX Design Essentials
- User Experience Design Essentials
- Responsive Web Design Essentials
- Introduction to Big Data and Data Analytics