

Anthonia Essiet

UI/UX Designer

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OBJECTIVE

Creative User Interface and user experience designer proficient in design principles, design system components, dashboard design, user journey, wireframing and visual design. Adept in collaborating with cross-functional global teams to deliver innovation solutions. Seeking opportunities to leverage design expertise and enhance user experience.

EXPERIENCE

Chicago, IL

Apr 2022 - Aug 2023

UI/UX Designer

Atlas

- Designed and implemented an end-to-end EOR solution platform (Atlas) that improved user satisfaction by 25%
- Collaborated with cross-functional teams across multiple countries (EMEA, LATAM, APAC and North America) to deliver cohesive designs for a global user base.
- Teamed up with front-end developers, product managers and fellow designers to define design guidelines, patterns and standards.
- Building and updating a comprehensive design library of reusable UI components, ranging from colours, buttons, forms, typography complex tables, navigation elements in the design system
- Working across multiple platforms to solve problems and playing a role in reducing design-related development issues.

Jan 2022 - Mar 2022

UI/UX Designer (Contract)

FlickWheel

- Conducted heuristics to identify pain points and opportunities for improvement.
- Revamped the website identity by implementing high-quality imagery and color palette to create an engaging user experience.
- Implemented a clear and intuitive menu system, ensuring users can effortlessly explore the website and access information leading to 30% increase in user engagement, 20% bounce rate reduction and 20% sign ups on Google play and app store.
- Ensured a seamless user experience for both web and mobile users. Redesigned the Web experience for Flickwheel. A digital automotive platform breaching the gap between users and mechanics.
- Conducted Heuristics evaluation, site maps and user journey maps.

Brooklyn, NY

Aug 2021 - Present

UI/UX Designer (Freelance)

Huddle

- Engaging in design critique sessions and providing constructive feedback to team members for continuous design improvements.
- Engaging with designers and developers on start up ideas and products.

Lagos, NG

Aug 2019 - Mar 2022

UI/UX Designer

Parkway

- Oversaw and lead the design and re-design of several b2b, b2c, and b2g products.
- Created new features and an analytics dashboard on a central billing system for tax monitoring, e-invoicing and payment internal platform used in 3 states in Nigeria.
- Collaborated closely with the IDEC team to re-imagine the visual identity of the import duty exemption website and internal platform.
- Created a service level agreement dashboard, that reports data and performance to the Federal Minister of Finance under the import duty exemption certificate.
- Conceptualized and designed a telemedicine platform under Health Station by creating a user friendly interface for virtual consultation.
- Collaborated with cross-functional teams on the Ready Cash app to ideate and prioritize new features to be intuitive and accessible to the target users.

EDUCATION

Ogun, NG

Oct 2012 - Jul 2016

Mass Communication

Covenant University

SKILLS

- User Centered Design
- Wireframing
- Accessibility
- Data visualisation
- Design System
- Project management
- Collaboration
- Information Architecture
- Design Thinking

CERTIFICATIONS & COURSES

California Institute of the Arts

- UX Design Fundamentals
- Visual elements of user interface design

Uxcel

- Design composition
- UI components best Practices

Macquarie University

- Storytelling and influencing: Communication with Impact

Gymnasium

- Design Systems for Designers

PUBLICATIONS

Vidyard: <https://share.videyard.com/watch/af6mFXKLkNw2tGEMkMNqW>

Medium: <https://anthoniaessiet.medium.com/>

Dribbble: https://dribbble.com/Anthonia_Essiet