**[Creative Director Ui Designer](https://www.postjobfree.com/resume/ad3hlw/creative-director-ui-designer-odenton-md)**

**Location:**Odenton, MD

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**Resume:**

Adekunle Bello

Product Designer HCD Lead Senior UX/UI Designer/ Researcher

Odenton, MD

belloade4@gmail.com

+12402773096

A Human Centered Designer and product designer lead that is big on solving the user problem while using design.

Authorized to work in the US for any employer

Work Experience

Human Centered Design Lead, Senior UX/UI Designer

Enquizit CDC - McLean, VA

July 2022 to Present

• Leading ideation and design thinking workshops to encourage collaborative problem-solving practice across the agency.

• Monitoring emerging UX design trends and practices for useful techniques and cutting-edge developments suitable for integration into future projects.

• Managing and designing a cohesive design system across multiple projects, adhering to prescribed themes and functional choices.

• Resolving UX obstacles through user testing and iterative process, while prioritizing United States Web Design Standards (USWDS) across user interface design elements.

• Responsible for creating products that meet the objectives of users, agency partners, and the needs of the public, to improve ease of use and create the best user experience. Senior User Experience Designer/ Researcher

Axle Informatics NIH - Rockville, MD

December 2021 to June 2022

• Communicated with product managers and UX designers to translate project requirements and business objectives into polished user interfaces.

• Designed user interface of a Metadata system from scratch based on user needs and stakeholder needs

• Worked closely with UX and product teams to define visual and functional requirements.

• Used wireframes, mock-ups and prototypes to establish user interface design and architecture. Creative Director, Senior UX Designer

Aurotech Corp FDA - Silver Spring, MD

July 2019 to December 2021

• Designed a shared vision across the agency to ensure a quality and cohesive look and feel across digital points

• Identified opportunities for improving workflows and implementing solutions for the Innovation lab Coaching other team members of the agency on how to implement the Human Centered Design methodology across product development while solving problems

• Created persona, user journeys, storyboards, site maps, process flows diagrams to define and communicate the given design problem

• Lead virtual and collaborative working sessions with business analysts, copywriters, developers, UX designers and business leads on project planning and brainstorming sessions

• Managed campaigns with specific focuses in order to meet customer needs and creative visions.

• Lead the entire design ecosystem on developing a Cloud Center of Excellence for the agency with the use of design software like adobe illustrator, XD & Figma

• Established procedures and quality brand standards for department.

• Implemented industry trends and projected changes in design to capitalize on emerging opportunities

• Developed design deliverables that elevated, differentiated and functioned on-brand and on-strategy.

• Developed high-impact creative projects from concept to completion, including brand collaterals and promotional content for company campaigns.

• Put together content for social media, advertising and informational purposes. Senior UX/UI Designer, UX Researcher

VMD Corp National Science Foundation - Alexandria, VA January 2018 to June 2019

• Implemented UX process to gather requirements and determined minimum viable products (MVPs) to drive human centered designs.

• Designed a selection of multiple mockups and wireframes as well as developed interactive prototypes for clients and stakeholders with recommendations.

• Collaborated with UX lead, Front-End Developer for building CMS platform using Drupal Carried out user research process to analyze past and current data to determine user needs for NSF web portal Carried out both online and in-person user testing activities (Card Sorting Activity),

• Provided wireframes based on my research findings for the preparation of the NSF Careers website move; preparing and presenting convincing data for stakeholder meetings).

• Set up snapshots to gather and analyzed user behavior to help determine the right business strategy to implement.

• Provided innovative ideas that helped to solve user problems and suggested effective ways of doing things.

• Communicated with product managers and UX designers to translate project requirements and business objectives into polished user interfaces.

• Contributed to brainstorming and strategy meetings with copy writers and other marketing lead to determine ideal methods to meet project goals.

Creative Director/ Senior UX/UI Designer

CC Brand - Silver Spring, MD

April 2012 to December 2017

• Branding & Re-branding, Creative Concepts development and, Communications via digital design materials

• Working with and communicating with Product Owners daily, gathering clear business requirements and delivering designs on time

• Designed Profile booklet for the company that contributed to getting large investment to grow the business.

• Conducting creative meetings and brainstorming sessions with cross-functional team and web designers(UI), and developers

• Brand creation from ground up across all platform

• Using innovation and imagination in visualizing advertising concepts for various clients of the agency

• Executing day-to-day design and production of creative assets for webpages, brochures, customer presentations, social media, and online advertising

• Develops concepts, graphics and layouts for Internet websites; propose style, format, production and timelines

• Delivering high-quality interactive interfaces and developing digital assets to support interactive campaigns and other projects with an eye to keeping designs on brand and mobile first mindset

• Collaborating with teams to ensure that designs are continuously optimized, aligned with the best practices of brand development

• Ensuring brand continuity in visual messaging across all digital channels

• Visual understanding and UX design experience principles from low fidelity to high fidelity concept design to the end product

• Participated in public speaking roles and client pitches

• Designing mockups and wireframes as well was develop interactive prototypes for clients, stakeholders with recommendations and user feedback to enhance design solutions inside an iterative process

• Working with graphic designers, UX designers, web developers and web designers for building web version for product development and user experience processes

• Determining use cases and user interaction to design solutions to support business objectives

• Developing and implement concepts in order to achieve sales goals Education

Cert. in Design Thinking

Cornell University - NY

July 2020

Dipolma in Graphic Design and Visual Communication Shaw Academy - Dubin

June 2017

High school Diploma in Science

Adebayo Mokuolu College - Lagos

July 2002

Skills

• Figma, Adobe CS, Adobe Illustrator, Photoshop, Indesign, Adobe XD, Sketch, Balsalmiq, MacOs,

• Microsoft Office, (10+ years)

• User Experience (UX)

• User Interface (UI)

• Typography

• Agile

• Usability

• Graphic Design

• Typography

• Product development

• Branding

• Wireframing

• Analytics

• Product development

• Product management

• Leadership

Links

http://www.kunlebello.carbonmade.com

Awards

Entrepreneur Business Plan Competition

September 2015

Business Managment & Development Competition

Certifications and Licenses

Business Management

September 2010

UX/UI Design

August 2017

User Research & User Interface designs

Additional Information

Over 10 years experience utilizing design, creative digital media, blending innovation, and brand identity in order to communicate and achieve results. My approach uses communication and management with an emphasis on creating transformational brand experiences. I’m a creative hands- on visual communications expert and strong leader with the ability to manage the efforts of cross- functional creative services teams to deliver the highest quality product for the client. I have great skills in coming up with a captivating marketing concept designs that align with a particular vision by using professional typography & illustrations that creates a brand experience for a target audience. My volunteer work as a Communications Director at a

non-profit organization has me managing a large team of diverse personalities in deadlin driven environments, establishing employee career development programming, leading Communication with cross-functional team in collaboration with sub-teams, and developing industry outreach opportunities that helps to build a weekly brand production in multimedia. I’m able to work in a fast pace environment and at the same time, I can be involved in multiple projects and I strive for continued excellence by paying close attention to details which brings about client and team satisfaction.