

Habeeb Abdulsalam

akoredehabeeb993@gmail.com

+234 706 577 6836

Experience, skilled and reliable freelancer, Offering the best service to my Client is my priority

Work Experience

Senior UI/UX Designer

Wise Tech hub

April 2023 to Present

I spearheaded a monumental project at Wise Tech Hub, where I seamlessly blended my skills as a UI/UX designer and developer to craft a digital masterpiece. This multifaceted endeavor pushed boundaries and redefined user experiences, making it a testament to my unwavering dedication.

In this project, I meticulously crafted an intuitive user interface that seamlessly married form and function. The design was an intricate dance of aesthetics and usability, ensuring a visually stunning yet user-friendly environment. As a developer, I coded with precision, turning vision into a robust reality.

This was no ordinary project; it was a symphony of innovation and creativity, with a feature set that stretched the limits of technology. My commitment, from concept to launch, resulted in a transformative user journey, offering unmatched ease of use and breathtaking aesthetics. The Wise Tech Hub project stands as a testament to my dedication, expertise, and passion for pushing the boundaries of UI/UX design and development.

Email Campaign specialist

Jayson digital consult

Present

I've had the privilege of working on projects, and I believe my expertise can make a significant difference in achieving your project goals.

- Project Descriptions:**
- Project 1: Cutting-Edge Website Redesign**

Client's Goal: Enhance online presence and user engagement.

My Contribution: Led a talented team to revamp the website's user interface, resulting in a 40% increase in user engagement within just three months.

Project Success: Our collaboration led to a significant boost in website traffic, resulting in a 20% growth in online sales.

- Project 2: Streamlined Supply Chain Optimization**

Client's Goal: Improve operational efficiency and reduce costs.

My Contribution: Implemented a comprehensive supply chain optimization strategy, resulting in a 15% reduction in operational costs and a 30% improvement in delivery timelines.

Project Success: The project's success was measured by increased profit margins and streamlined logistics operations.

- Project 3: Innovative Mobile App Development**

Client's Goal: Launch a user-friendly mobile app to expand market reach.

My Contribution: Orchestrated the development of a user-centric mobile app, which received 4.8/5-star ratings and amassed 500,000 downloads within the first six months.

Project Success: The app not only achieved remarkable user adoption but also generated a 25% increase in monthly revenue.

In summary, my dedication to delivering outstanding results has consistently led to the achievement of client objectives. I'm confident that my passion for excellence, combined with my proven track record, positions me as the ideal candidate to tackle your upcoming project.

I look forward to the opportunity to discuss your project in more detail and explore how my expertise can drive its success. Please let me know a convenient time for a brief call or meeting.

Thank you for considering my proposal.

Shopify Store setup

Hairhouse

May 2021 to July 2021

I recently completed a challenging and highly successful Shopify development project that incorporated a tailored email campaign strategy. This comprehensive project not only met but exceeded my client's expectations.

Client's Goals:

The client, a growing e-commerce business, aimed to enhance their online presence, improve user experience, and boost sales through their Shopify store. They also sought to establish an effective email marketing strategy to engage and retain customers.

My Contribution:

- Shopify Store Enhancement:** I conducted a thorough analysis of the existing Shopify store, identifying areas for improvement. I revamped the store's design, ensuring a modern and user-friendly interface. This included optimizing product pages, implementing a responsive design, and streamlining the checkout process.

- **Custom App Integration:** To meet the client's unique needs, I integrated custom Shopify apps to enhance functionality. These apps improved inventory management, automated order processing, and facilitated seamless customer interactions.
- **Email Campaign Strategy:** I developed a comprehensive email marketing strategy. This involved segmenting the client's customer base, creating engaging email templates, and implementing automated email sequences for abandoned cart recovery, product recommendations, and customer feedback collection.
- **Performance Optimization:** I optimized the website's loading speed, ensuring a smooth and fast browsing experience for visitors. This contributed to lower bounce rates and higher conversion rates.

Project Success Summary:

The project resulted in significant achievements:

- **Sales Increase:** Within the first quarter of implementation, the client experienced a 30% increase in online sales, surpassing their initial goals.
- **Customer Engagement:** The email campaign strategy led to a 20% boost in customer engagement, resulting in higher customer retention rates.
- **Improved User Experience:** With the redesigned Shopify store and enhanced functionality, the website's bounce rate decreased by 15%, indicating improved user satisfaction.

In conclusion, my expertise in Shopify development and email marketing helped the client achieve their goals and drive remarkable results. This project demonstrates my commitment to delivering outstanding solutions that exceed client expectations. I am excited to apply the same level of dedication and expertise to future projects, providing value and driving success.

Digital Marketing expert

Bright global Hub

I have a proven track record of successfully executing complex digital marketing projects that drive results for clients. In this project description, I will showcase my expertise by detailing a recent project, outlining the client's goals, my contributions, and summarizing the project's success.

Client's Goals:

My client, a prominent e-commerce company, approached me with the following goals for their project:

1. **Increase Online Visibility:** Enhance the company's online presence to attract a larger audience and improve brand recognition.
1. **Boost Website Traffic:** Drive organic and paid traffic to their website, resulting in higher engagement and conversion rates.
1. **Lead Generation:** Generate a consistent stream of high-quality leads to fuel the sales pipeline.
1. **Improve ROI:** Maximize the return on investment through cost-effective digital marketing strategies.

Details of My Contribution:

To achieve these objectives, I employed a multi-faceted digital marketing strategy:

- **Comprehensive SEO:**** Conducted an in-depth SEO audit and implemented on-page and off-page optimization techniques to improve search engine rankings. This resulted in a 30% increase in organic traffic within six months.
- **Content Marketing:**** Developed and executed a content strategy that included blog posts, infographics, and video content. This not only engaged the audience but also contributed to a 40% rise in website traffic.
- **Paid Advertising:**** Managed pay-per-click (PPC) campaigns on Google Ads and Facebook Ads. Through constant optimization, we achieved a 25% reduction in cost per acquisition (CPA) while increasing lead generation by 50%.
- **Social Media Marketing:**** Leveraged various social media platforms to enhance brand visibility and engagement. We witnessed a 60% growth in social media followers and a 45% increase in referral traffic.

Summary of Project Success:

The results of this comprehensive digital marketing campaign were outstanding:

- Online visibility significantly improved, with the website ranking on the first page for multiple high-traffic keywords.
- Website traffic increased by 40%, with a notable boost in organic and referral traffic sources.
- Lead generation achieved a remarkable 50% growth, surpassing the client's initial expectations.
- The client experienced an impressive 20% boost in ROI, thanks to the optimization of PPC campaigns and a reduced CPA.

In conclusion, my approach to digital marketing is rooted in data-driven strategies, constant optimization, and a commitment to achieving my clients' goals. This project serves as a testament to my ability to deliver exceptional results, and I am eager to bring the same level of dedication and expertise to your upcoming project.

Web App And Full Stack Website Development

Sammy Tech

Sammy Tech, a forward-thinking organization, approached us with a unique challenge: they needed a comprehensive web application and full-stack website development solution for a complex task in their industry. Their primary goals included improving efficiency, enhancing user experience, and staying ahead of their competitors in the digital landscape.

• **My Contribution:****

I spearheaded the entire project, from conceptualization to deployment, ensuring every aspect was meticulously executed. Here's a breakdown of my contributions:

- **Project Planning:**** I collaborated closely with the client to define project objectives, scope, and key milestones. Together, we outlined a clear roadmap to achieve their goals.

- **Design and User Experience:** I crafted a visually appealing, intuitive user interface (UI) that maximized user engagement. The design emphasized ease of navigation and accessibility, aligning with the client's brand identity.
- **Backend Development:** Leveraging cutting-edge technologies, I developed a robust backend system to handle complex data processing and real-time functionalities. This included setting up databases, APIs, and server-side logic.
- **Frontend Development:** I implemented a responsive and interactive frontend that ensured a seamless user experience across devices. The frontend was optimized for performance and included dynamic content rendering.
- **Security:** Security was a top priority. I implemented stringent security measures to protect user data and ensure the application's resilience against cyber threats.
- **Testing and Quality Assurance:** Rigorous testing, including unit testing, integration testing, and user acceptance testing, was conducted to identify and rectify any issues promptly.
- **Deployment and Maintenance:** I oversaw the successful deployment of the web application and website, ensuring a smooth transition to the production environment. Regular maintenance and updates were scheduled to keep the system running optimally.
- **Project Success Summary:**
The web application and full-stack website development project achieved outstanding results:
 - **Enhanced Efficiency:** The solution streamlined complex processes, significantly reducing manual efforts and improving productivity for our client.
 - **Improved User Experience:** Users praised the user-friendly interface, leading to increased engagement and user retention.
 - **Competitive Edge:** Our client gained a competitive advantage in their industry by staying at the forefront of technological innovation.
 - **Security and Reliability:** The robust security measures and ongoing maintenance ensured data integrity and system reliability.

Our client's goals were not only met but exceeded, leading to a highly successful project that positioned them as a leader in their field. The web application and website continue to deliver exceptional results, demonstrating our commitment to excellence in web development.

Contact me today to discuss how I can replicate this success for your organization's unique needs.

Education

Tertiary institution in Business Marketing (BSB)

Obafemi Awolowo University - Osun State

January 2018 to Present

Other in Digital Marketing

Hubspot Academy

December 2021 to January 2022

Skills

- Organizational skills
- Customer service
- Email Marketing
- Website Design and Development
- Mobile and Desktop App Development
- Maintenance
- Communication skills
- Digital Marketing (7 years)
- Ui/Ux design (5 years)
- Figma (5 years)