

# UBONG JIMMY, CREATIVE DESIGNER

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## Experience

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### BRAND & UI/UX DESIGNER

*Feb 2020 - Present*

Freelance

*Lagos, Nigeria*

- Developed and refreshed **50+** brand identities, including logos, color palettes, and style guidelines.
- Created **100+** marketing materials, such as brochures, packaging, email templates, and social media assets to enhance online presence and drive user engagement for various clients.
- Implemented user research and usability testing to inform design decisions.
- Visualized design concepts through wireframes, storyboards, and prototypes.
- Designed **20+** user-friendly interfaces aligned with clients' brand guidelines.

### QA ENGINEER

*Jul 2021 - Aug 2023*

Acumen Digital

*Lagos, Nigeria*

- Optimized product quality and user experience by over 90% by closely collaborating with developers to identify, document, and track software defects on products like [Tendar](#) and [LendMe](#).
- Successfully led the test planning, test case design, and execution for **13** software products, ensuring high levels of quality and reliability.

### QA ENGINEER (Contract)

*Sept 2021 - Apr 2022*

Kinly

*Georgia, USA*

- Improved product quality by conducting rigorous testing and efficiently reporting defects using JIRA, resulting in an **85%** reduction in post-launch issues.
- Identified potential user experience (UX) issues and recommended improvements, demonstrating a deep understanding of the user perspective.

## Education

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Bachelor of Science (BSc) in Computer Technology

*Sept 2016 - June 2021*

*Babcock University*

## Certifications

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- [IDF - User Experience: The Beginner's Guide](#)
- [IDF - How to Create a UX Portfolio](#)
- [Google - Build Wireframes and Low-Fidelity Prototypes](#)
- [Google - Foundations of User Experience](#)
- [Google - Start the UX Design Process: Empathize, Define, Ideate](#)

## Skills

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UI/UX Design, HTML/CSS, Design Systems, Brand Guidelines, Prototyping, Creative Direction, Art Direction, Logo Design, Pitch Decks, Interaction Design, Packaging Design, Graphic Design, Motion Design, Market Research, and analysis

## Tools

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Photoshop, Illustrator, Figma, After Effects, Protopie, Adobe XD, Webflow, Miro, Notion, Google Workspace

## Languages

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English (native), Spanish (conversational)