

# Hafsat Yusuf

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## **PROFESSIONAL SUMMARY**

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Dedicated UI/UX designer with over two years of experience crafting intuitive, user-centric digital experiences. Proficient in conducting user research, creating wireframes and prototypes, and translating insights into visually compelling interfaces. Adept at collaborating with cross-functional teams to deliver products that balance user needs, business goals, and design excellence. I am skilled in UI/UX design, interaction design, and usability testing. I am committed to staying current with industry trends and passionate about creating products that delight users and drive positive outcomes.

## **❖ EDUCATION**

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**University of Ilorin, Kwara State, Ilorin.**

*B.A History and International Studies*

## **❖ TRAINING AND CERTIFICATIONS**

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User Experience Design – <b>High Impact Careers, UK</b>	<b>2022</b>
User Experience Design – <b>FutureLearn</b>	<b>2022</b>
UX design Process: Empathize, Define, and Ideate – <b>Coursera</b>	<b>2022</b>

## **❖ WORK EXPERIENCE**

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**UI/UX Designer & TUTOR (INTERNSHIP) – 234 Web Resources**

**June- Present**

- I Worked on the design and development of an investment web application, focusing on creating an intuitive and visually appealing user interface.
- I taught students UI/UX design principles, providing hands-on guidance to enhance their skills and understanding of user centered designs.

**UX Designer – High Impact Careers, United Kingdom**

**Apr. 2022-May 2023**

- Manage cutting-edge technologies to enrich user experience and interaction by creatively developing new design concepts, graphics, and layouts. Steered wireframe design by utilizing Figma for wireframe elements and layout.
- Recommend processes, services, software, and other tools to support business objectives pertinent to user interfaces and infrastructure technologies.
- Assess user interactions by conducting appropriate competitive analysis, research, and analytics; also guide process and technology adoption to assure QA testing of User Interfaces application.
- Utilizes Figma to create wireframes, flowcharts, information architecture, design systems, prototypes and maintain brand consistency throughout the design.

**Delegate Member – Junior Chambers International (JCI)**

**April - July 2021**

- Participated in environmental sanitation and attended organization conferences while building strong connections with other delegates and organization members.
- Trained young professionals in scientific writing, acing interviews, developing their skills, knowledge, and understanding to make informed decisions and take actions.
- Managed all communications and public relations, conducting and managing all PR events and media relations within the organization.

❖ **PROJECTS**

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**Mobile Application And Landing Page Of a Laundry App**

The aim of this project was to make laundry services easy for users. I did my user research, created user personas, did information architecture, user flow, story mapping, sketches to better understand how the app will be user-friendly and easy for the users. Then proceeded to designing and prototyping. Then went through the testing stage.

The landing page was created to be interactive and user-friendly for users who are just knowing about quick wash or wants to know about quick wash. It is also a responsive website landing page.

**Trayd Website**

This website was redesigned to make it more user intuitive and very interactive. I used figma for the design process.

❖ **KEY SKILLS AND INTERESTS**

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**Technical skills**

User interface Design & User Research.  
Interactive Prototyping.  
Agile Methodologies.  
Responsive Design.  
Information Architecture.  
Product usability Testing.  
Analytics and Testing Tools  
Version control.

**Soft Skills**

Hybrid Competence.  
Creativity  
Problem-solving  
Empathy  
Effective Communication.  
Time management  
Collaboration  
Attention to Details.

❖ **REFERENCES**

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Available on request.