

# VICTOR ADE-SAMUEL

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## EDUCATION

**UNIVERSITY OF ABUJA, College of Engineering, August 2021**  
BEng. Electrical/Electronics Engineering

**Entrylevel & Aptlearn, July 2022**  
Product Management Certification

## PROFESSIONAL EXPERIENCE

**Bukable** **User Experience Researcher/User Experience Writer** *November 2022 – April 2023*

- Conducted user research and gathered insights to inform design decisions, resulting in the increase in user satisfaction across Bukable products.
- Created microcopy across Bukable products which improved user experience by 15%
- Collaborated with a team of designers to create a platform that connects students and young professionals with experienced mentors and top companies, providing 3X faster access to unparalleled opportunities for growth and development
- Developed design system and style guides, which resulted to a 20% increase in design efficiency.

**Usoft Computers** **Product Designer** *April 2022 – January 2023*

- Collaborated with multidisciplinary teams (developers, product managers, researchers, content strategists, and other designers) to advance design vision and strategy that satisfies the demands of our customers.
- Carried out qualitative and quantitative research for better recommendation and implementation that improved user experience by 25%

**National Information Technology Development Agency (NITDA)** **UI/UX Designer** *November 2021 – October 2022*

- Worked in an Agile setting, which included using design sprints to plan organize and iterate tasks such as investigating user pain points, design content architecture, sketching, wireframing, lo-fi and hi-fi prototypes, and overseeing stakeholder feedback.
- Supervised and provided professional assistance to ui/ux interns to build a strong foundation for their design careers.
- Contributed in developing a comprehensive design system for Nitda's products.

**TIIDELab** **UI/UX Designer Intern** *May 2020 – January 2022*

- Led a team of interns to design an e-learning platform for software engineers, developers and designers.
- Designed new features for the aptitude test website that improved the assessment experience of interns by 20%

## SKILLS

**Technical:** UX Design, UX Research, Prototyping, Visual Design, Adobe XD, Figma, Sketch, HTML, CSS, Webflow, Flutterflow, Adalo

**Non-Technical:** Product Thinking, Product Strategy, Ability to lead, Excellent written and oral communication

## PROJECTS

**Bukable Project | [Bukable](#)** *November - February 2023*

- Product Researcher on a team of seven to create a platform that connects students and young professionals with experienced mentors and top companies, providing unparalleled opportunities for growth and development.

**Helpful Hackathon: Tackling Climate Change | [Cwatch](#)** *February - March 2023*

- Bridged the climate change gap between Africa and the rest of the world by creating an air quality monitoring app which was presented and came 1<sup>st</sup> place in potential impact and product/project sponsorship.

**Square Unboxed Hackathon | [Sportich](#)** *September- October 2022*

- Increased efficiency and accessibility in the sports industry by creating a sports booking mobile application that enables users to book sports venues, rent sports equipment in real-time.

## DESIGN ARTICLES

**An Introduction to UX Research – Simplifying My Research Process | [Link to article](#)** *September 2022*

- Wrote an article about my personal approach to user experience research

**Sustainable Software Development and Design Practices | [Link to article](#)** *December 2022*

- Wrote an article that describes the standard practices for design and software development in contribution to reduction of carbon footprint and climate change.