

Fatimah Yesuf

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SUMMARY

UX Designer with 5 years of experience in user-centered interface design solutions. Adept at understanding user needs, solving complex problems, and creating solutions. Experienced in collaborating with cross-disciplinary teams, utilizing research techniques, trend analysis, and data-driven approaches in ensuring designs meet accessibility standards.

CAREER EXPERIENCE

Product Designer

Cyberfleet | Sep 2022 – Present

- Utilize design thinking and customer research to enhance Japaanow's mobile and web applications, resulting in an 8% improvement in website retention.
- Collaborate with cross-disciplinary teams to define problems and create practical design experiences.
- Create low and high-fidelity mockups and top-quality interaction designs and prototypes for multiple concepts.
- Conduct usability testing and user research to translate insights and make informed product design solutions and iterate on the designs by implementing user feedback, resulting in a 7% increase in website engagement.

UI/UX Designer

Emerson College Engagement Lab | Sept 2021 – May 2022

- Designed the Social Impact Initiatives page and redesigned partner pages of the Engagement Lab website, improving visual appeal and leading to an 11% increase in user engagement.
- Developed comprehensive strategies for web design, content, and student usability.
- Implemented user experience best practices using process scenarios and flows, interactive wireframes, and prototypes to create user interface mockups.

UX & Content Designer

Anakle (Startup) | Jun 2019 – Dec 2019

- Led creative direction for social media content and UX design projects, achieving a 21% increase in audience engagement.
- Conducted design and user research activities to deliver intuitive and innovative results.
- Leveraged in-depth customer behavior knowledge to drive successful design contributions.

PROJECTS

- **AFI Food Mobile App:** Designed a mobile app for restaurant reservations and meal orders in Africa, incorporating user-centric design through collaborative approaches, including user interviews and usability tests.
- **Curriculum Customizer Website:** Created a website to optimize curriculum customization and resource access for media literacy educators, employing design thinking methodologies in wireframing, prototyping, and user research.
- **[Doordash Mobile App Redesign:](#)** Leveraged design thinking and user centered methods to reimagine the Doordash tipping feature, allowing users the option to tip after delivery.

EDUCATION

Master of Arts, Media Design – *Emerson College*

Bachelor of Science, Mass Communication – *University of Lagos*

SKILLS

- **Design:** Rapid Prototyping, Usability Testing, User Research, Interaction Design, Design Systems
- **Collaboration:** Cross-Functional Collaboration, Excellent Communication, Design Collaboration
- **Problem-Solving:** Creative Problem-Solving, Design Thinking, A/B Testing

TOOLS

Figma | Adobe Creative Suite | HTML, CSS | JavaScript | Canva | Sketch | Miro | Agile | WIX | SquareSpace | Slack | FigJam