

CYNTHIA OBASUYI

UI/UX and Graphic Designer

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Summary

I am a UI/UX designer with a solid foundation in graphic design and over two years of experience creating user-friendly and visually appealing interfaces for both mobile and desktop applications. My expertise covers a variety of sectors, including fintech, health transportation, farm equipment rental, and space rental applications.

I excel in using tool like Figma, photoshop and illustration to create intuitive and engaging designs. I am your ideal designer because my skills, from brand identity and flyer design to banner creation and social media posts ensures that your brand's guidelines and message remain consistent across your mobile app, website, and marketing materials.

SKILLS

UI/ UX design	Prototyping	Wireframing
Brand identity design	Flyer design/ social media post design	Usability testing
User research	Responsive design	Typography and color theory
User Interface design	Graphics design	

Experience

Shuttrd Remote
UI/UX Designer 03/2024 - Present

Shuttrd offers a platform where people can rent various types of spaces specifically for media production activities like photoshoots.

- Led the entire design process for a space rental web app aimed at media production.
- Worked closely with the product manager, developers, and other stakeholders to gather requirements and understand user needs.
- Conducted usability testing and iterated on designs based on user testing results and stakeholder feedback.
- Built interactive prototypes and responsive designs for both web and mobile interface using Figma, making it easy to show how the application should look and work to the team and stakeholders.
- Ensured all design elements functioned well on different devices, providing a smooth experience on both desktop and mobile.
- Worked closely with front-end developers to address and resolve design issues.

Fiverr Remote
Freelance Graphics Designer 2021 - Present

A freelance job platform

- Successfully designed over 24 diverse projects including flyers, banners, carousels, brochures, and logos, catering to a broad range of client needs.
- Managed client communications and project requirements from conception to delivery, ensuring client satisfaction and adherence to timelines.
- Ensured all designs align with brand guidelines, mission and goals.
- Continuously adapted to new design trends and tools, enhancing service offerings and staying competitive in a dynamic industry.

Digital Skill School Remote
Graphic Designer 05/2023 - 12/2023

Digital Skill School, based in Lagos, Nigeria, is a technology-focused educational institution dedicated to helping young people transition into tech careers.

- Designed graphics for social media, and marketing materials, focusing on creating visually impactful and engaging content that effectively communicated brand messages
- Ensured all designs were delivered before deadlines
- Collaborated closely with the marketing and content teams to ensure all designs adhered to brand guidelines and marketing objectives
- Stayed current with graphic design trends and best practices, applying this knowledge to projects to keep the brand modern and appealing

Experience

Equipment Exchange

Remote

UI/UX Designer

09/2023 - 12/2023

Equipment Exchange is a web application designed to streamline the process of purchasing and renting farm equipment.

- Led the UI/UX design for Equipment Exchange web application.
- Conducted extensive user research to understand the needs and challenges of farmers in accessing the necessary equipment, which guided the design process to focus on usability and accessibility.
- Designed responsive interfaces that ensure a seamless experience across various devices, making the app accessible on smartphones, tablets, and desktops.
- Actively collaborating and communicating with stakeholders to ensure that the product design remains in sync with the company's objectives and vision
- Consistently delivered all UI designs ahead of deadlines, ensuring timely progression and launch readiness.

Rove Now

Remote

UI UX Designer

05/2023 - 08/2023

RoveNow is a mobile app that simplifies booking medical transport, offering options like ambulances, stretchers, and wheelchairs for quick and reliable access to healthcare facilities.

- Led the UI/UX design for RoveNow, focusing on creating mobile interfaces that are intuitive, visually appealing, and user-friendly
- Conducted user research to understand user needs, preferences, and pain points.
- Maintained the app's visual consistency, aligning it with brand standards and enhancing user experience.
- Gathered user insights and feedback through research and testing, which guided continuous improvements to the app's functionality and usability.

TOOLS

Figma · Photoshop · Slack · Notion · Illustrator · Capcut · Jira

Education

Federal University of Technology Akure

Nigeria

BEng in Civil Engineering

2016 - 2021

Certification

Google UX Design — Google 2024

Visual UI Designer — Entry level 2023

Brand Identity Design — Geneza school of design 2022

Complete Web and Mobile Design — Udemy 2022