

JOSEPH IKWAN EJIM | Principal UX Designer & Researcher | Email: jayikwanofficial@gmail.com

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SKILLS

Design

• Visual Design • Interaction Design • Illustration (Adobe CC) • Flows • Wireframes & Mock Ups (Figma) • Style Guides & Design Systems • Branding & Art Direction • Adobe Photoshop • Adobe Illustrator • Web Design (Wordpress, Squarespace, Wix, Duda, Webflow) • HTML • CSS • Ecommerce conversion • Rapid Prototyping (Mockflow • Figma • Miro)

Leadership

Creative Direction • Strategy & Vision • Research-driven expertise • business-minded focus • problem-solving agility and clear communication, all honed to champion user-centered design.

Research

Data Analysis (Looker) • A/B Testing & Experiments • Focus Groups • Diary Studies • Usability Testing • Persona & User Journeys Field Studies • Google Analytics • User Flows • Mixed Methods (Quantitative, Qualitative, Primary & Secondary Research)

Collaboration

Agile Methodologies • Self Starter • Communicating Design Decisions • Roadmap Planning • Retrospectives • Team Workshops • Management Training • Leadership • Cross-Team Collaborations

WORK EXPERIENCE

Rentokil Initial - UX Designer/Researcher

November 2022 - Present

- Conducting comprehensive user research, translating insights into actionable design recommendations that resulted in a remarkable 65% increase in ROI.
- Spearheaded wireframing and ABn testing efforts, which contributed to a 45% boost in conversion rates.
- Collaborate cross-functionally to create impactful, accessible, and user-centric designs that led to a 30% increase in user satisfaction.

Digi Toolbox Ltd - UX Lead/Senior Designer

December 2017 - November 2022

- Managed a digital marketing team of ux designers, graphic designers, content creators and social media marketers leading to a 50% improvement in project efficiency and a company growth of 20 client portfolios to over 300 in 12 months.
- Managed UX projects, led design briefs, and mentored design apprentices/interns.
- Spearheaded website, app, and UI/UX design, maintaining visual excellence and user satisfaction.

Brits Digital - Director of User Experience

August 2015 - Present

- Leading user experience direction, emphasizing user-centered design for exceptional digital products across borders using a team of remote staff. Driving the implementation of user-centered design methodologies, from ideation to execution.

Optimistic Recruitment Agency - Digital Marketing Consultant (Part-time)

August 2019 - 2022

- Developed and executed strategies to elevate the company's brand and online presence.

Voluntary Work - Career Break

August 2006 - 2015

- I took a 9 year career break to give back to the community by serving as pastoral care/oversight for several charities, youth groups & adult ministries.

Precision Computers - User Experience Manager

2004-2005

- Balancing strategic leadership, and tactical tasks to ensure a high-quality user experience across products and services. Leading the UX Team, Collaborating Cross-Functionally, Research and Analysis, Design Process Management, Advocacy and Communication

Education, Certifications & Licenses:

Human-Computer Interaction - Interaction Design Foundation IxDF // **Social Psychology (Hons)** - Wesleyan University // **Executive Data Science (Specialization)** - Johns Hopkins University // **Google UX Design Specialization** - Coursera // **Agile Methods for UX Design** - Interaction Design Foundation IxDF // **Enterprise Design Thinking Co-Creator** - IBM // **Enterprise Design Practitioner** - IBM // **Fundamentals of Digital Marketing** - Google Digital Garage