SEUN ADEBAMBO

Senior UX Designer

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ABOUT

Product designer with 11 years of experience in UX/UI, providing innovative, highly functional, and feature-rich designs. Employs user-centered design methodology for optimum usability and interaction.

AWARDS

2017 MicroStrategy Partner Award For Best Project

2017 MicroStrategy Innovation Award

2012 Best Student Organization Website

TOOLS

Figma
Miro
Sketch
XD
Invision
Adobe Creative Suite
HTML & CSS
ASP.NET

TECHNICAL SKILLS

Sr. UX/UI Design
UX Research
Heuristic Evaluations
Usability Testing
Client Management
Team Management
Product Ownership
Product Design
Data Visualization
Section 508

EXPERIENCE

Lead Instructor - UX/UI Design
EdX Boot Camps - George Washington University

Feb 2023 - Present
Remote

- Facilitate 3 lessons per week for UX Design Immersive students.
- Design and update curriculum to fit unique class and project needs.
- Provide regular support for student projects, feedback on student work, and career mentorship.

Senior Product Designer & UI Developer
Hendall, Inc.

Feb 2023 - Present
Rockville, MD

- Principal designer for the Medicaid and Medicare Quality, Safety, & Educational Portal (QSEP).
- Provide design direction by instituting user-centered design methodologies and systems including: user research, persona creation, user interviewing, usability testing, wireframing, prototyping, and UI design.
- Responsible for meeting accessibility requirements and for the front end development of software applications and packaged platforms.

Business Strategist & UX Consultant
Self Employed

Mar 2019 - Feb 2023
Laurel, MD

- Provided UX design consulting services to small and medium sized owner-operated product, and service-based enterprises in the coaching and consulting industry.
- Provided design solutions and led business strategy sessions with clients to increase revenue through their online presence. Most clients reported a 10-15% increase in sales in the first 5 months.
- Developed and taught a business development and sales training program to help clients increase website traffic and conversions by utilizing social insights, UX research, SEO techniques and effective selling techniques such as objection handling, negotiation skills, and closing techniques.

Senior Product Designer & UX Consultant
Perficient Inc. / Southport Services Group

Aug 2016 - Mar 2019
Ashburn, VA

- Brought UX leadership to various project teams at Perficient. Defined approaches for discovery, information architecture, UI, validation, and technical implementation.
- Directed research, prototyping, and design for over 22 iOS dashboard applications for multi-billion dollar brands and clients including COTI, Coca-Cola, UBS, DSW, Harbour-Vest, AllianceBernstein, Merck, Mercer, MicroStrategy, T.RowePrice, and more.
- Increased adoption and usage rates of digital products by using data-driven insights to design innovative solutions.

- Led design workshops, user research, and UI design that led to successfully winning the 2017 MicroStrategy Innovation Award.
- Led UX research and design for a new mapping feature for sales representatives and client managers at Merck. This effort opened a ~1+ billon dollar potential for the client.
- Managed design projects for cross-team initiatives on high-traffic transactional dashboards and presented design prototypes to executive-level stakeholders.
- Created and maintained design systems for multiple international brands.
- Worked independently and collaboratively with developers, business analysts and product managers to develop UI/UX workflow and ensure design integrity throughout project life-cycle.
- Developed user stories that informed design solutions and supported the creation of requirement documents.

UI/UX Consultant & Front End Developer
EPD 3M

Jan 2016 - Aug 2016
Baltimore, MD

- Directed all web development, graphic design, and UX/UI research and development for over 100 clients.
- Created user-centered designs for clients through consideration of market research, customer feedback, and usability study findings.
- Led the adoption of principles such as responsive design, mobile-first, and adaptive design.
- Performed development of personas, user task flow analysis, wireframing, usability studies, mockups, and visual specifications.
- Conducted large-scale presentation to support client's adoption of UX methodologies.
- Implemented search engine optimization techniques to increase visibility and generate web traffic.

UI/UX Designer & Front End Developer
Belbien USA

Jan 2016 - Aug 2016
Baltimore, MD

- Executed design research and strategy on user's web and mobile interface experience.
- Gathered and analyzed data on user behavior through online experiments and surveys.
- Created conceptual diagrams, wireframes, and prototypes.
- Redesigned and developed company's web site utilizing W3C coding standards.
- Reported directly to CEO to provide daily updates on projects and website performance.

UI/UX Designer & Front End Developer
Bethel Campus Fellowship

Jan 2010 - Nov 2015
Greenbelt, MD

- Led design and development for web, email campaigns, and social media marketing.
- Drove user research and synthesis on multiple projects.
- Conducted stakeholder interviews, user interviewsm and usability tests.
- Developed personas, user task flow analysis, wireframes, and user interface designs.