# CV

**Timofe Oshibodu**

**Product Designer (UX/UI) & Web Developer**

**Location:** New York │ **Mobile:** +1 848 316 9773 │ **Email:** timofe@hotmail.co.uk

## Profile

Innovative and results-driven Product Designer (UX/UI) and Web Developer with extensive experience in brand strategy, product design, and web development since 2019. Currently contributing to American Express, where I harness my expertise to craft inclusive, high-impact digital solutions. Proficient in integrating design thinking with strategic business objectives to deliver exceptional user experiences across diverse projects.

## Experience

### American Express

### Product Designer (UX/UI Designer)

March 2022 – Present

At American Express, I design accessible and user-centric digital experiences for the US consumer market and international markets, including the UK, Germany, and Japan. My work supports cardholders, prospects, and Member-Get-Member programs.

*Key Responsibilities & Achievements:*

- Spearheaded daily UX/UI design initiatives, ensuring adherence to WCAG accessibility standards.

- Achieved WCAG Accessibility Certification in 2022; conducted thorough accessibility audits and implemented inclusive design practices.

- Led key projects such as Resy, Vac optimizations, and Source of Truth, pivotal in enhancing acquisition journeys and member retention.

- Collaborated effectively with product, legal, and marketing teams to deliver cohesive and compelling user experiences.

- Facilitated design thinking workshops, promoting innovation and fostering cross-functional collaboration.

- Executed website accessibility audits, significantly contributing to the creation of fully accessible digital platforms.

**First Rate Marketing**

**UX/UI Developer**

September 2021 – March 2022

At First Rate Marketing, a dynamic marketing agency, I enhanced clients' digital presence through comprehensive design and development solutions.

*Key Responsibilities & Achievements:*

- Managed multifaceted projects encompassing branding, graphic design, video editing, and animation.

- Designed and developed responsive websites, ensuring alignment with accessibility standards.

- Optimized SEO, created e-commerce sites, and developed effective email marketing templates.

- Conducted QA and accessibility audits, improving website performance and user experience.

**Freelancer**

**UX/UI Developer & Graphic Designer**

September 2019 – Present

As a freelancer, I deliver end-to-end web development, UX/UI design, and branding services, empowering clients to build strong digital presences.

*Key Responsibilities & Achievements:*

- Provided holistic services by leveraging skills acquired from American Express and First Rate Marketing.

- Redesigned websites for optimal user engagement, developed responsive applications, and crafted unique brand identities.

- Maintained robust client communication, ensuring the delivery of high-quality, impactful results.

- Specialized in responsive design, accessibility audits, SEO, and e-commerce development.

**Education and Qualifications**

- MSc Data Science, University of Hertfordshire

- BSc Information Systems and Business, University of Hertfordshire

**Certifications**

- WCAG Accessibility Certification (2022)

- Certified UX Designer, Nielsen Norman Group (2023)

- Advanced Google Analytics (2022)

- Certified ScrumMaster (CSM), Scrum Alliance (2021)

**Tools and Technologies**

- Design & Prototyping: Figma, Sketch, Adobe XD, InVision

- Graphic Design: Adobe Photoshop, Adobe Illustrator, Adobe InDesign

- Project Management & Collaboration: Jira, MS Office, Trello

- Web Development: HTML, CSS, JavaScript, WordPress, Bootstrap

- Programming: Python, SQL, Java

- Analytics: Google Analytics, Tableau

**Skills**

- Design: User Interviews, Persona Creation, Journey Mapping, Wireframing, Prototyping, Design Research, User Testing, Accessibility Design, Interaction Design

- Development: Web Design, Coding, Responsive Design, SEO, E-commerce Development, CMS Management

- Multimedia: Video Editing, Animation

Branding: Brand Strategy, Visual Identity, Content Strategy

Collaboration: Design Thinking Workshops, Cross-functional Team Leadership, Client Communication

**Achievements**

- Successfully led leadership initiatives, demonstrating exceptional team-building capabilities.

- Garnered competitive swimming accolades: 6 Gold, 6 Silver, and 3 Bronze medals.

- Achieved 4th place in a 1.5KM long-distance run for two consecutive years.

- Conducted accessibility audits, contributing to the creation of fully accessible websites at American Express.

- Led design thinking workshops, driving innovation and collaboration across teams.

**Profile**

Experienced Product Designer (UX/UI) and Web Developer with a strong background in brand strategy, product design, and web development since 2019. Currently working at American Express, I leverage my skills to create inclusive, high-impact digital solutions. My expertise spans across diverse projects, integrating design thinking with strategic business objectives to deliver exceptional user experiences.

**Experience**

**American Express** *Product Designer (UX/UI Designer)*

March 2022 – Present

As a Product Designer at American Express, I focus on creating accessible and user-friendly digital experiences.

- **Key Responsibilities & Achievements:**
  - Lead daily UX/UI design tasks, ensuring all designs comply with WCAG accessibility standards.
  - Completed WCAG Accessibility Certification in 2022, conducting accessibility audits and implementing inclusive design practices.

- Worked on key projects including Resy, Vac optimizations, and Source of Truth, crucial for acquisition journeys and member retention.

- Collaborated with product, legal, and marketing teams to deliver cohesive user experiences.

- Led design thinking workshops, fostering innovation and cross-functional collaboration.

- Conducted website accessibility audits, contributing to the creation of fully accessible websites.

**First Rate Marketing** *Web Developer and UX/UI Designer*

*September 2021 – March 2022*

At First Rate Marketing, a dynamic marketing agency, I worked on multiple projects, enhancing clients' digital presence through comprehensive design and development.

- **Key Responsibilities & Achievements:**

  - Managed multiple projects, from branding and graphic design to video editing and animation.

  - Designed and developed responsive websites, ensuring compliance with accessibility standards.

  - Performed SEO optimization, created e-commerce sites, and developed email marketing templates.

  - Conducted QA and accessibility audits, improving website performance and user experience.

**Freelancer** *Web Developer, UX/UI Designer & Branding Specialist*

*September 2019 – Present*

As a freelancer, I provide end-to-end services in web development, UX/UI design, and branding, helping clients build a strong digital presence.

- **Key Responsibilities & Achievements:**

  - Offered comprehensive services integrating skills from American Express and First Rate Marketing.

- Redesigned websites for optimal user engagement, developed responsive applications, and crafted distinctive brand identities.

- Maintained effective client communication, ensuring delivery of high-quality, impactful results.

- Specialized in responsive design, accessibility audits, SEO, and e-commerce development.

## Education and Qualifications

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## Certifications

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- **Project Management & Collaboration:** Jira, MS Office, Trello

- **Web Development:** HTML, CSS, JavaScript, WordPress, Bootstrap

- **Programming:** Python, SQL, Java

- **Analytics:** Google Analytics, Tableau

## Skills

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- **Development:** Web Design, Coding, Responsive Design, SEO, E-commerce Development, CMS Management

- **Multimedia:** Video Editing, Animation

- **Branding:** Brand Strategy, Visual Identity, Content Strategy

- **Collaboration:** Design Thinking Workshops, Cross-functional Team Leadership, Client Communication

## Achievements

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