

Femi Olatunde

UX Designer

Portfolio / www.olatundefemi.com.au

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040 528 5286

Work Experience

UX Researcher / MyKates (Contractor)

India

November 2020- February 2021

- Created a user testing approach through Beta testing for a new digital product.
- Coordinated the harnessing of data from the micro-testing.

Digital Marketing Manager / Amtan Group

Gold Coast

October 2018- November 2020

- Create yearly digital marketing plan
- Manage the website contents, making sure contents are SEO friendly
- Create visual and video marketing contents on digital platforms (Social Media, Digital display and Google my business posts) to align with marketing plan
- Manage the EDM, send scheduled monthly newsletter to contacts in properly grouped database.
- Manage the google ads, facebook business manager and google analytics.

Product Designer / Australian Skin Lab

Gold Coast (Part-Time)

September 2018 - 2022

- Tasked with recreating the user interface for the company's ecommerce website prototype on Adobe XD to accommodate new products range and engaged in user testing of the website.
- Designed cosmetic product packaging for all the product range. Coordinated the testing of the cosmetic product.

Associate Creative Director / Utopia Media

Group August 2015 - February 2016

- Interacted with community managers to develop creative concepts and executions of assigned brand digital marketing.
- Introduced and applied expert art direction for visual elements of creative projects using design app.
- Executed fresh and inventive creative visuals for ad campaigns

Education

Australis Institute / MA

Diploma in Marketing and Communication

2020 - Present

Griffith University / MA

Master of Interactive Media Design

2016 - 2018

Obafemi Awolowo University / BA

Fine and Applied Arts

2008 - 2012

Skill

- **Website:** Webflow \ Wordpress \ Squarespace \ Shopify \ Basic HTML \ CSS.
- **Design:** Adobe Indesign \ Illustrator \ Dimension \ Photoshop \ After Effect \ Adobe Rush \ Adobe XD.
- **Prototype:** Sketch \ Figma \ Adobe XD \ Webflow \ Invision.
- **Other Skills:** Backlinks Fix \ Cohesive Contents \ SEO optimisation

Resourcefulness

Have working understanding of Design

Thinking, Design Sprint, User Research

Currently undergoing UX design projects at

Harness Projects.