

# Femi Olatunde

UX Designer

Portfolio / [www.olatundefemi.com.au](http://www.olatundefemi.com.au)

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## Work Experience

### UX Designer / (Freelance)

Brisbane

February 2016 - Current

- Liaise with clients in delivering digital products from ideation to execution.

### Product Designer / MediaWind (Contractor)

Brisbane

November 2022 - Current

- Working with a team in building an African language app that target young Africans in diaspora.
- Handling the app user research, branding, user-flow architecture.

### 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.

## Education

### Australis Institute / MA

Diploma in Marketing and Communication

2020 - 2022

### 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.