

# Ijeoma Onuh

Experienced UX Designer with 6+ years of proven success in creating user-centric designs, optimizing user experiences, and driving business growth through collaboration with cross-functional teams.

## PROFESSIONAL EXPERIENCE

### UX DESIGNER

Unum Group | 2021—*present*

- Create wireframes and prototypes to effectively communicate project vision, showcase user-friendly design principles, and influence design decision-making processes
- Design customer email templates for monthly newsletters and marketing emails, resulting in a 15% increase in click-to-open rates compared to previous templates
- Collaborate closely with fellow designers, product managers, and engineers to identify valuable opportunities and provide comprehensive cross-departmental feedback that aligns with strategic product direction
- Develop and implement a new design system and style guide that enhanced design consistency across all products by 25%
- Conduct user testing to improve active workspace performance, proposing UX recommendations that positively impacted business partners and stakeholders
- Revamp website flows, resulting in a 30% reduction in misdirected customer service queries while simultaneously increasing traffic to previously neglected pages.

### VISUAL/UI DESIGNER

Thryv | 2017—2020

- Develop user-centric interactive designs for complex web applications, including user flow diagrams, sitemaps, and wireframes, resulting in a 54% increase in time on page and a 30% decrease in bounce rate.
- Conduct thorough user research and utilized card sorting techniques to enhance information architecture, leading to significant improvements in website usability and overall user experience.
- Participate in user testing sessions, analyzing feedback and making design iterations to improve the usability and effectiveness of the product.
- Design visually appealing digital collateral such as graphic illustrations, websites, landing pages, and marketing campaigns for 300 small-medium size businesses.

### SENIOR PUBLIC RELATIONS CONSULTANT

Umu Igbo Unite - Dallas | 2017—2018

- Monitor and evaluate daily marketing campaigns to assess success rates and consumer behavior, leading to a 15% increase in customer conversion rates.
- Analyze user insights and feedback to inform design decisions, resulting in a 10% improvement in overall user satisfaction.

## TOOLS

Figma  
Adobe XD  
Adobe Photoshop  
Adobe Illustrator  
Sketch  
Illustrator  
Photoshop  
Principle  
Miro  
Webflow  
Zeplin

## SKILLS

A/B Testing  
Agile Methodologies  
Accessibility Design  
Design Systems  
Design sprints  
UX/UI Design  
User Research  
User Personas  
Empathy  
Usability Testing  
Information Architecture  
Project Management  
Prototyping  
Storytelling  
Wireframing

## EDUCATION

North Carolina State University  
Bachelor of Arts - Graphic Design