

Subomi Okeowo

USER EXPERIENCE | PRODUCT DESIGNER

CONTACT

okeowosubomi.com

424-202-1328

subbyokky@gmail.com

[Linkedin](#)

EXPERIENCE

Carnegie Dartlet | User Experience Designer

Boston, September 2022 - Till Present

- Design sophisticated, modern, beautiful mobile-first websites for colleges, universities, independent schools, and professional schools.
- Create new design systems and evolve existing ones.
- Create interactive wireframe and design system prototypes.
- Participate in design sprints.
- Work with UX strategists, content strategists, and peer designers to create human-centered experiences.
- Closely collaborate with front-end developers to bring prototypes and visual designs to life.
- Work within client identity guidelines and contribute to developing identity elements as needed.
- Created an accessibility checklist for ADA compliance, ensuring product inclusivity.

Northeastern University | User Experience Intern

Boston, March 2021 - April 2022

- Reviewing and providing feedback for existing/new/upcoming Northeastern University websites for Digital Accessibility.
- Streamlined UX research process by preparing research strategy, user interview, targeted ethnography, survey development, and usability testing.
- Worked cross-functionally with UX Research, Information Architecture, and Front-end Development team to develop User-Friendly Products in the capacity of a UI Designer
- Collaborated with various stakeholders, and UX team members to identify and prioritize research and design opportunities to create a SharePoint user guide.
- Developed multiple full-fledged communication/team sites on SharePoint as well as WordPress.
- Orchestrated journey maps, personas, UX strategies, and prototypes to enhance user engagement and satisfaction.

Koneksa Health | UX/UI Intern

New York, July 2021- September 2021

- Assisted in wireframing and high-fidelity designs for patient dashboard redesign.
- Worked on iOS Mobile applications for Pronation/Supination, Finger Tap, Tremor.
- Gathered and evaluated user requirements in collaboration with product managers and engineers.

EDUCATION

NORTHEASTERN UNIVERSITY

Masters, Interaction Design

Sept 2019 - April 2022

BABCOCK UNIVERSITY

Bachelor's of Science in Mass Communication :

Advertising and Public Relation

Sept 2012 - June 2016

CERTIFICATION

Human-Computer Interaction for User Experience Design | MIT |

May 2024

Foundation of UX Design From Google

May 2022

Innovative Uses of Artificial Intelligence.

Feb 2021

Chartered Institute of Personnel Management

Aug, 2018

SKILLS

Tools

Adobe XD

Adobe Indesign

Sketch

Figma

Illustrator

Indesign

Invision

Azure DevOps

Zeplin

Jira Software

Google Analytics

Photoshop

CMS

Wordpress

Wix

Web Flow

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- Prepared and presented rough drafts to internal teams and key stakeholders.
- Designed graphic user interface elements based on the existing design patterns.

SBI Media | Media Planner and Strategist

Lagos, January 2018- January 2019

- Developed TV, radio & press media plans for campaigns.
- Assisted in copywriting for campaigns.
- Worked on brand strategy documents to be presented to clients.
- Provided reporting, monitoring, and optimization of on-going campaigns to ensure compliance

VOLUNTEER EXPERIENCE

Shyro Health | User Experience Designer

Boston, July 2022

- Working closely with the Harvard team of physicians, data analysts, and engineers as the sole UX/UI designer in creating a period tracking application.
- Conducted competitive analysis to identify unique features for the application.

Northeastern Husky Communication (Virtual PR Firm)

Boston, June 2020 - August 2020

- Participated in the interview to identify what are the important aspects of a website that we can offer as a student-run PR firm.
- Assisted in copywriting and providing content for the website.
- Worked closely with other members of the team in creating a site map and designing the husky communication website using WordPress.

DESIGN

Mobile Design

Prototyping

Persona creation

Journey Mapping

Content Analysis

Pattern libraries

Visual Design Illustration

Branding

Story boarding

Responsive design

Wireframes & Mockups

RESEARCH

User Interviews

Data & Task Analysis

User Research

Usability Testing

Heuristic Evaluation

Cognitive Walkthrough

Ethnography

Contextual Inquiry

Persona Hypothesis

Competitive Analysis

Mobile Solution Design

DEVELOPMENT

HTML

CSS

Javascript