

SAM AYENI

UX, INTERACTION, GRAPHICS, CONTENT & VIDEO DESIGNER

UX & Interaction Designer with 8 years of experience creating intuitive, accessible digital experiences. Passionate about solving user friction through iterative testing and data-driven design. Expert in the Adobe Creative Suite, Figma, and prototyping tools, with the technical proficiency to implement responsive designs in HTML, CSS, and WordPress.

WORK EXPERIENCE

UI/UX, Interaction, Graphic Designer & Video Editor

AMIKOBA LTD,UK | 2019-2026

- UX & Interaction Design: Translate complex user requirements into intuitive interfaces through wireframes, high-fidelity prototypes, and mockups while maintaining design systems, component libraries, and style guides for scalability and brand consistency.
- Web Development & Responsive Design: Design and develop performance-optimized, responsive websites using HTML, CSS, and WordPress to ensure a seamless experience across all devices.
- Multimedia & Graphic Design: Produce high-quality visual assets for digital and print campaigns, including brand identity materials and social media graphics, while directing and editing engaging motion content using After Effects and Premiere Pro.
- Cross-Functional Collaboration: Partner with engineering, product management, and content teams within an Agile environment to deliver iterative, user-focused product updates based on rigorous usability testing and research.

UI/UX, Interaction, Graphic Designer & Video Editor

THE SIGNMAKERS, LONDON | 2024-2025

- UX & Interaction Strategy: Drove design initiatives to reduce cart abandonment and improve conversion rates by applying agile methodologies, initiating A/B testing, and conducting iterative usability testing to identify and resolve user friction points.
- Inclusive Design & Handoff: Ensured digital accessibility by evaluating products against WCAG 2.1/2.2 guidelines and prepared detailed documentation and assets for seamless developer handoff, bridging the gap between high-fidelity prototypes and production code.
- Full-Stack Design & Implementation: Translated complex user requirements into intuitive UI/UX solutions through wireframes and mockups, while directly implementing design changes using HTML, CSS, and WordPress to ensure technical feasibility and performance optimization.
- Cross-Functional Multimedia Production: Collaborated with developers and content creators to deliver cohesive digital experiences while producing high-impact promotional assets, including end-to-end video editing, motion graphics, and integrated branding for both web and print platforms.

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Birmingham, UK

EDUCATION

MSc | Master of Science(2024)

User Experience Design

BIRMINGHAM CITY UNIVERSITY

B.A | Bachelor of Arts (2016)

History

UNIVERSITY OF BENIN

SKILLS

UI Design
Design Systems
Graphic Design
Branding
Prototyping
Wireframing
Illustration
UX Research
Wireframing
SEO
Content Writing
Web Development
Motion Design
Video Editing
Graphic Design

TOOLS

Figma, Sketch, Miro, Framer,
Photoshop, Illustrator, InDesign,
Premiere Pro, CapCut, XD,
Balsamiq, Visme, Microsoft
Office Suite, Google Workspace

CERTIFICATIONS

Project Management
Information Technology
Data Processing
Health, Safety and Environment
Level 1 and 2

Graphic Designer & UI/UX Designer

BABA ALI LTD | 2023-2024

- **UX Strategy & Prototyping:** Lead the end-to-end UX process—from user research and wireframing (low-to-high fidelity) to building interactive prototypes in Figma/Adobe XD that test interaction logic and user journeys.
- **Visual Systems & Branding:** Develop comprehensive brand identities, logos, and visual systems while managing end-to-end digital assets, including animated UI elements, email templates, and product graphics.
- **Navigation & Conversion Design:** Architect user-focused websites with a focus on navigation clarity, efficient conversion paths, and iterative A/B testing to identify and resolve user friction points.
- **Development & Technical Alignment:** Bridge the gap between design and engineering by directly implementing front-end changes (HTML/CSS/WordPress) and preparing detailed design documentation for seamless, performant developer handoffs.
- **Multimedia & Inclusive Design:** Collaborate with cross-functional teams to produce high-impact promotional videos and graphic assets while ensuring all digital touchpoints meet WCAG 2.1/2.2 accessibility standards.

UX Content Designer

CENTRE FOR SOCIAL JUSTICE (WORLD BANK SFTAS PROJECT)
2022-2022

- Translated complex public financial policy concepts into clear, accessible visual infographics and data visualizations.
- Designed educational materials and simplified policy documents to support budget transparency across Ministries and Civil Society Organizations.
- Created motion graphics to explain fiscal processes to the general public, improving citizen engagement.
- Designed accessible presentation decks and reporting templates for high-level government stakeholders.

Graphic Designer

FEDERAL MINISTRY OF HUMANITARIAN AFFAIRS, ABUJA | 2021-2022

- Developed the look and functionality for public digital media interfaces.
- Created custom illustrations, icons, and refined visual layouts to improve the clarity of official public communications.
- Produced short-form video content to highlight humanitarian initiatives and reach diverse populations.
- Maintained brand style guides to ensure consistent visual output across multiple government digital channels.

Graphic Designer, Web & UI/UX Designer

C80 LTD, ABUJA | 2021-2022

- **Micro-Interaction Design:** Engineered delightful micro-interactions and motion feedback that guide users through complex flows, improving the overall perceived performance and "feel" of digital products.
- **Design System Governance:** Spearheaded the creation and management of a centralized Design System, ensuring style consistency across platforms while reducing design debt and speeding up UI implementation.
- **Frontend-Design Bridge:** Acted as a technical liaison between design and development teams, auditing code against design specs to ensure pixel-perfect execution and high-quality UI/UX standards.
- **Cross-Platform Strategy:** Defined and implemented responsive design strategies that maintained brand integrity and usability across mobile, tablet, and desktop environments.
- **Interaction Logic Mapping:** Authored complex state-transition diagrams and interaction specifications to clarify product behavior for stakeholders and developers, reducing ambiguity during the build phase.

UI/UX & Graphic Designer

DUKE WEB TECH, WARRI | 2019-2020

- Created original graphic designs, including logos, social media imagery, and general branding.
- Developed UI mockups and prototypes that clearly illustrated site and app functionality.
- Collaborated with developers to bridge the gap between aesthetic design and technical implementation.
- Worked closely with engineering, product management, and content teams in an Agile environment to deliver iterative product updates.
- Managed image optimization for web performance and created assets for digital advertisements.
- Initiated A/B testing and analyzed post launch user behavior data to identify friction points and continuously optimize conversion rates.