# Wale Calfos

UX/UI Designer

Phone | Email | LinkedIn | Website | Portfolio

## *Summary:*

I am a talented UI/UX designer with over six years of industry experience. With a strong passion for design, I have worked with clients in various industries including banking, fintech, e-commerce, telecommunications, and energy. I bring a creative approach to designing intuitive and user-friendly interfaces while keeping the end user's needs and business goals at the forefront.

I am proficient in conducting user research, creating user flows, wireframes, and building user interface mockups and prototypes. I deliver high-quality designs for mobile and web/desktop applications. I am experienced in leading design teams and collaborating with product managers, engineers, and cross-functional stakeholders to deliver projects on time and within budget.

I am skilled in using industry-standard product design and management software such as Figma, Miro, Jira, Sketch, Adobe XD, Azure, and InVision. I have had the opportunity to work in Lagos, and London, providing a unique perspective on design and culture.

In addition to designing top-notch user experiences, I have taken on the role of part-time mentor on ADPList, sharing my knowledge and expertise with aspiring and junior designers, start-up founders, and product leads.

## *Education:*

Masters in Information Technology, University of Lagos, 2015 - 2017

## *Course:*

- Become a Senior User Experience (UX) Design Strategist, Udemy

## *Skills:*

- User research • User flows • Wireframing • Prototyping • Design system • High-fidelity design • Figma • Sketch • Adobe XD • InVision • Cross-functional team collaboration • Mentorship • Leadership

*Work History:*

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**Senior UX/UI Designer, <u>Vodafone</u>, Sep. 2022 - Present**

I am creating a universal identity service template solution for global markets at Vodafone. By doing this, the team aims to reduce costs through streamlined development and maintenance, achieving greater cost efficiency.

How?

- I create UX documentation for the existing VodafoneID products.

- I conduct user research to identify user needs, pain points, and behaviour patterns.

- I collaborate with cross-functional teams, including developers, product managers, and stakeholders from different markets, to ensure the designs meet the project requirements.

- I create wireframes, prototypes, and high-fidelity designs using Figma.

- I create user-centred designs for VodafoneID and other services, including mobile apps, and web view solutions.

- I present design concepts and solutions to stakeholders and senior management.

Result

The scalability of the template allows for easy expansion into new markets, enabling us to capitalize on emerging opportunities and increase revenue streams. Offering a standardized solution gives us a competitive advantage, attracting more customers and potentially generating higher profits.

Additionally, the template solution facilitates cross-selling and upselling to our existing customer base, while strategic partnerships and licensing agreements can provide additional revenue streams. Furthermore, the automation and efficiency offered by the template solution can reduce development costs, minimize errors, and improve operational effectiveness.

Ultimately, this approach can lead to financial gains through cost savings, increased market reach, improved customer acquisition, and enhanced operational efficiency.

**Senior UX Designer, <u>Bottomline Technologies</u>, Mar. 2022 - Sep. 2022**

I contributed to the design and implementation of white-labelling solutions for major businesses and financial institutions around the world.

How?

- I plan, participate, and independently complete design activities throughout the product and service lifecycle, from building understanding and empathy in discovery, through ideation, product definition, iterative design and delivery, go-to-market, and evolution.

- I draw from the full spectrum of design disciplines including interaction design, service design, design research, information architecture, visual design, content design, design strategy, etc. to improve end-to-end customer experience and to identify customer needs and pain points.

- I work collaboratively with Engineering, and Product Management on framing problems, discovering insights, crafting effective strategies, articulating strong experience-centred visions, defining concepts and prototypes, and guiding iterative development of new and existing offerings.

- I define and communicate intended end-to-end user experiences to product development audiences and stakeholders through compelling design artefacts.

- I contribute to the evolution of the design systems supporting Bottomline's diverse family of products, services, and interaction touch-points, across applications, form factors, and lines of business

Result:

My work on the white-label solutions resulted in cost savings and accelerated time-to-market for our clients, as they could leverage our proven platform instead of investing in proprietary systems.

**Senior UI Designer, <u>Cheil UK</u>, Oct. 2021 - Mar. 2022**

I contributed to the optimization of Samsung's website to ensure that it operates at its full potential, providing a positive user experience, attracting more visitors, and ultimately driving revenue growth for the company. The main areas of focus were Enhanced User Experience, Revenue Growth, Increased Traffic and Product Visibility, and Higher Conversions.

How?

- I analyse website data to identify areas for improvement in the customer experience and conversion rate.

- I conduct user research to understand customer needs, behaviours, and pain points, and use these insights to inform optimisation strategies.

- I develop and implement A/B and multivariate tests to optimise website layout, features, product offerings and user flows.

- I collaborate with cross-functional teams including developers, and content creators to ensure that all optimisation efforts align with Samsung's brand and business goals.

- I monitor and report on the performance of optimisation efforts, using data and metrics to evaluate the impact of changes.

- I stay up-to-date with industry trends, best practices, and emerging technologies to continually improve the customer experience on Samsung's web and mobile platforms.

**Lead Product Designer, <u>Wema Bank</u>, May. 2019 - Oct. 2021**

- I work collaboratively with the product team and other stakeholders to utilise a lean design process of research, design, test, and iterate to design, prototype, and deliver exceptional UI and UX for Wema Bank's "Digital Bank - ALATbyWEMA" and other in-house products on both desktop and mobile platforms.

- My contributions as a Lead Product Designer for Wema Bank have resulted in significant achievements, including a 10-place increase in the Customer Experience score to 74.6 out of 100 (KPMG, Nigeria Banking Industry CX Survey, 2020, p. 9).

- The digital bank I designed was also recognised as a leader in various categories, such as Payments and Transfer, Self-service, and Mobile Banking, as indicated in the KPMG Digital Channel Scorecard for 2020 (p. 7-9).

**UI/UX Designer & Junior Art Director, <u>D'Mastermind Agency</u>, Feb. 2018 - May. 2019**

- In my role, I collaborate closely with copywriters and brand managers to generate creative ideas and concepts that meet the client's requirements.

- To convey our ideas to the client, I create sketches or storyboards for television, sketches for print and, high fidelity prototypes for apps and websites with the goal of providing clear communication.

- I work alongside creative directors and account managers to brainstorm ideas and ensure that we are on track with the creative direction.

- For certain projects, I collaborate with photographers, artists, or filmmakers to achieve the desired results.

- I make a point to learn about the assigned product's market dynamics and scientific aspects.

- Finally, I work with account executives to oversee the execution and monitoring of all projects.

**Design Specialist , <u>Suregifts</u>, Nov. 2014 - Jan. 2016**

**Head of Design, <u>Suregifts</u>, Jan. 2016 - Feb. 2018**

- Some of my major key roles include;

- Contributing ideas and design artwork to the overall brief.

- Working on print, social media, and product asset designs.

- Developing design briefs by gathering information and data through research.

- Thinking creatively to produce new ideas and concepts.

- Developing web and mobile UI and other interactive designs.

Achievements:

- I helped the business develop foundational brand assets during the company's seed stage and during its participation in the prestigious 500 Startups Accelerator program in the US. - SureGifts

- I helped the technology and product team by providing user interface and design solutions to kickstart this product that went ahead to aggregate digital vouchers of over 600 global retail brands for thousands of customers and integrate innovative blockchain payment solutions. - SureRemit