**Oserefemhen (Efe) Ativie**

Senior Product Designer | UX Engineer

I am a highly skilled UX Engineer and Senior Product Designer with 10 years of experience creating user-centered digital solutions. Proficient in Frontend Web Development, UI/UX Design, Backend Development, Blockchain Development, Brand Design, Product Management and Project Management. I am passionate about crafting visually appealing and intuitive experiences that enhance user engagement and always seeking opportunities to leverage my expertise in a dynamic and innovative organization.

**Portfolio**: [https://efeativie.com](https://efeativie.com/)

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# **Skills**

* Frontend Web Development with React, NextJS, Tailwind CSS
* Backend Development with Express (NodeJs) and MongoDB
* Blockchain Development with Solidity
* UI/UX Design
* Design Thinking
* Wireframing and Prototyping
* User Research and Testing
* Visual Design
* Brand Design
* Product Management
* Project Management
* Team Collaboration
* Problem Solving

# **Work Experience**

## October 2022 - Present

### **Job Title** – Director/Fullstack UX Engineer

### **Work Mode** - Part-time

### **Location** – Remote

### **Company Name** – Creative Ferry

Worked as a key member of the blockchain development team, focusing on creating decentralized web applications. Developed smart contracts, implemented token minting, buying, and selling features, and ensured secure and efficient transaction tracking. Collaborated with cross-functional teams to ensure alignment with project goals and KPIs. Conducted extensive testing to validate the functionality and security of the blockchain applications.

## September 2021 - March 2023

### **Job Title** - Head of Design & Senior Product Designer

### **Work Mode** - Retainer

### **Location** – Remote (California, USA)

### **Company Name** - OgunLabs

* Led a team of developers, UI/UX designers, and marketers to build and deliver websites, mobile, and web applications with great aesthetics and user experience.
* Provided guidance and supervision to ensure alignment with agency's KPIs and OKRs.
* Conducted user research, created user personas, and developed user journey maps to inform design decisions.
* Created wireframes, prototypes, and high-fidelity mockups to communicate design concepts to stakeholders.
* Conducted usability testing to validate design decisions and iterated on designs based on feedback.

## January 2019 - September 2023

### **Job Title** - Senior Product Designer

### **Work Mode** - Retainer

### **Location** – Remote (California, USA)

### **Company Name** - Favyogis

* Designed various products for the suite, including a new class listing platform, an online chat platform, and a virtual studio manager for content hosting and management.
* Conducted user research, created user personas, and developed user journey maps to inform design decisions.
* Created wireframes, prototypes, and high-fidelity mockups to communicate design concepts to stakeholders.
* Conducted usability testing to validate design decisions and iterated on designs based on feedback.

## April 2018 - Present

### **Job Title** - Creative Director/Lead Product Designer

### **Work Mode** - Retainer

### **Location** – Remote (Nigeria)

### **Company Name** - Creative Ferry

* Established and oversaw an online design academy for training individuals in UI/UX Design and Brand Identity Design.
* Ensure excellent performance of teachers and students on a daily basis.
* Developed curriculum for UI/UX Design and Brand Identity Design courses.
* Mentored students in the fields of UI/UX Design and Brand Identity Design.

## January 2018 - December 2018

### **Job Title** - Visual Designer

### **Work Mode** - Part-time

### **Location** - Remote (Nigeria)

### **Company Name** - Tribe Square

* Created brand identity designs for various campaigns and provided guidance on user experience decisions and processes.
* Conducted user research to inform design decisions.
* Created wireframes, prototypes, and high-fidelity mockups to communicate design concepts to stakeholders.

## August 2017 - May 2018

### **Job Title** - Visual Design Studio Director

### **Work Mode** - Retainer

### **Location** - Nigeria

### **Company Name** - Nelen Studios

* Trained and mentored aspiring designers in the fields of Brand Identity Design, digital illustration, and photo editing.
* Developed curriculum for Brand Identity Design, digital illustration, and photo editing courses.

## January 2017 - May 2019

### **Job Title** - Design Lead

### **Work Mode** - Retainer

### **Location** – Remote (Nigeria)

### **Company Name** - Xepals

* Created brand identity designs for various customers and guided user experience decision processes for products owned by Xepals International.
* Conducted user research to inform design decisions.
* Created wireframes, prototypes, and high-fidelity mockups to communicate design concepts to stakeholders.

## August 2017 - May 2018

### **Job Title** - Visual Designer and Head of Public Relations

### **Work Mode** - Part-time

### **Location** – Remote (Nigeria)

### **Company Name** - YALI i.e., The Young African Leaders Initiative, the flagship program of the Mandela Washington Fellowship (Nigeria)

* Represented the organization in stakeholder meetings and contributed to brand development.
* Developed marketing materials for the organization.

## August 2014 - Present

### **Job Title** - Freelance Product and Brand Identity Designer

### **Work Mode** - Freelance

### **Location** - Remote

### **Role:**

* Worked with diverse clients to create user-friendly interfaces for digital products, applying design concepts from concept to execution.
* Conducted user research to inform design decisions.
* Created wireframes, prototypes, and high-fidelity mockups to communicate design concepts to stakeholders.

# **Projects**

# **Project Name** - Favyogis SAAS Product Design (Virtual Studios - Learning Management System)

### **Project Link -** <https://bit.ly/favyogis_redesign>

### **Role** – Senior Product Designer

### **Description**

* Led the design process, collaborating with product managers, marketers, and developers to create a well-designed and tested prototype for the content management SAAS of Favyogis (Virtual Studios).
* Conducted user research, created user personas, developed user journey maps, and created wireframes, prototypes, and high-fidelity mockups to communicate design concepts to stakeholders.
* Conducted usability testing to validate design decisions and iterated on designs based on feedback.
* Employed the UI/UX design process, along with the development and research team, to create an elaborate chat feature for Favyogis, enabling yogis to build and maintain communities with their students while listing their classes on the platform.
* Conducted user research, created user personas, developed user journey maps, and created wireframes, prototypes, and high-fidelity mockups to communicate design concepts to stakeholders.
* Conducted usability testing to validate design decisions and iterated on designs based on feedback.

# **Project Name** – UX Development for Creative Ferry

### **Project Link -** <https://dribbble.com/shots/23388522-Creative-Ferry-Agency-Website>

### **Role** – UX Developer

### **Description**

I spearheaded the creation of the UX design prototype for Creative Ferry's website, meticulously crafting every detail to optimize user experience. Leveraging NextJs for robust backend development, Tailwind CSS for sleek styling, and ThreeJs for immersive 3D elements, I ensured the prototype seamlessly translated design concepts into a functional and visually stunning website. Collaborating closely with the design and product management teams, I iteratively refined the prototype to align with project objectives and user needs.

## **Project Name** - VoicedCrowd: A Crowdfunding dApp

### **Project Link -** [https://voicedcrowd.netlify.app](https://voicedcrowd.netlify.app/)

### **Role** - UI/UX Engineer

### **Description**

Developed the smart contract and front-end of VoicedCrowd, a decentralized crowdfunding application. Implemented features for campaign creation, fund contribution, and fund withdrawal upon campaign success. Worked closely with the designer and product manager to ensure the successful execution of the project. Conducted extensive testing to validate the functionality and security of the application.

## **Project Name** - Easy Pay's Website

### **Project Link -** <https://dribbble.com/shots/15147698-Easy-Pay-Platform-s-website-redesign>

### **Role** - Product Designer

### **Description**

* Collaborated with the product team as a UX consultant to redesign Easy Pay's website, focusing on enhancing online payment experiences for businesses and consumers. Conducted problem discovery, competitor analysis, wireframe design, clickable prototype design, and mobile app design.
* Conducted user research, created user personas, developed user journey maps, and created wireframes, prototypes, and high-fidelity mockups to communicate design concepts to stakeholders.
* Conducted usability testing to validate design decisions and iterated on designs based on feedback.

## **Project Name** - Jump the Line (Mobile App)

### **Project Link -** <https://dribbble.com/shots/15148582-Mobile-app-design-for-JTL>

### **Role** - Product Designer

### **Description**

* Collaborated with a UX designer, developers, and product manager to bring user research to life through user experience and user interface design. Conducted usability testing and provided assets to the engineering team.
* Conducted user research, created user personas, developed user journey maps, and created wireframes, prototypes, and high-fidelity mockups to communicate design concepts to stakeholders.
* Conducted usability testing to validate design decisions and iterated on designs based on feedback.

# **Education**

## **2009 - 2013**

### **Institution** - University of Benin, Nigeria BSc. Environmental Biology

## **2017**

### **Institution** - British Project Management Academy, UK Project Management (PMP)