Dr. Damilola Akinmade

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Summary

A professional with experience in health, science, education, research, and digital communications. Skilled in information architecture, user experience research, user interface design, and content creation. A diligent team player committed to excelling in all projects.

Availability

Job Type: Recent Graduates, Permanent, Term, Telework, Multiple Appointment Types
Work Schedule: Full-Time
Travel: 25% or less
Desired Locations: United States – DC, United States - MD United States
Citizenship: USA

Work Experience

Oak Ridge Institute for Science and Education (ORISE) Fellow
Food and Drug Administration (FDA)
Center for Drug Evaluation and Research (CDER), Division of Digital and Online Communications (DDOC)
10001 New Hampshire Avenue, Silver Spring, MD 20903 United States
Supervisor: Sally Winthrop (301-796-3135), may contact

07/2017 – Present
40 hours/ week

The Division of Digital and Online Communications provides multimedia for and manages CDER's internal and external websites, working with various center offices to ensure the timely dissemination of information about drugs (20 employees). As a fellow, I worked across 3 division teams (development, web production, and design) to ensure that web applications and pages were user-centric while meeting business requirements.

CONTENT STRATEGY
- Implemented a digital content and media strategy that coordinates CDER messaging using an office-wide editorial calendar and promotes the use of appropriate digital media channels to disseminate new and existing web content
- Reorganized and catalogued CDER's website information architecture and website content, and shared the recommended changes with division leadership
- Employed user interface and user experience (UI/UX) research and design principles to create web pages and applications that address site-wide deficiencies in navigation and content presentation reported by users
- Assisted the DDOC web production team in the migration of web pages to the new Drupal content management system
- Ensured that content and visual identity on newly designed CDER web pages adhere to the FDA and CDER style guides
- Co-wrote and co-edited the guide on how to prepare content for web posting

USER EXPERIENCE (UX) WRITING
- Drafted text and selected graphics for highlighted features on the CDER home page (www.fda.gov/drugs), content pages, and social media
- Wrote scripts for and storyboarded animations explaining the scientific concepts of RNA Interference and Mitophagy
- Developed storylines and wrote scripts for comic strips about drug disposal
- Ensured web page and application designs met accessibility and usability requirements
- Collated communication metrics across 3 OCOMM divisions to compile the quarterly and annual CDER Trending Topics Reports using Adobe Acrobat and Illustrator
- Created a user manual that explains the workflow for preparing the CDER Trending Topics Reports using Microsoft Word and Adobe Acrobat
- Designed interactive dashboards using Google Data Studio to visualize web metrics data for the CDER Trending Topics Reports

PROBLEM SOLVING
- Analyzed and used web data from Crazy Egg, ForeSee surveys, and Google Analytics to support design and information architecture choices that improved navigation and findability of content
- Rendered the information architecture of various mini-sites (Angiotensin II Receptor Blocker (ARB) Recalls, Drug Disposal, Regulatory Science Research, Drug Development Tools) in Microsoft Word, PowerPoint, and Visio to help stakeholders visualize how content will be organized
- Created high-fidelity mock-ups Techsmith Snagit and Adobe Creative Cloud Suite
- Built interactive web page prototypes with Axure, Adobe Dreamweaver, Brackets, Drupal using HTML, CSS, Bootstrap, and JavaScript
- Conducted in-person and remote usability tests using Techsmith Snagit and Cisco Webex to uncover issues with web page designs and confirm that proposed design changes improved web page performance
- As a member of the Monograph working group, I interviewed users to collect requirements and specifications which informed the design of the web portal and application as well as content organization
- Devised a comment collection system on Microsoft SharePoint for stakeholders to provide feedback on the web portal and application design
- Created a short video explanation of the comment collection system using Techsmith Snagit

- Moved requests for text and images for web feature and social media use through a multi-level clearance process
- Streamlined the standard operating procedures for making and processing text and image requests
- Created a formal checklist in Microsoft Outlook to ensure requesters provide all information needed to process their requests
- Redesigned the Microsoft Excel-based tracker to provide instant visual feedback on request status
- Wrote an interactive manual describing the revised workflow for text and image requests using Microsoft Word and Adobe Acrobat

COLLABORATION
- Proposed and presented a best practice-based digital content and media strategy to senior leadership
- Led ideation sessions with stakeholders and subject matter experts in which design ideas were shared, and best solutions decided on
- As a member of the Monograph working group, I designed and coded portions of a responsive user interface for a web portal and web application with Axure, Adobe Dreamweaver and Brackets using HTML, CSS, Bootstrap, and JavaScript
- Presented mock-ups and prototypes to various stakeholders, working groups, and senior leadership
- Incorporated changes suggested by stakeholders and usability results in new iterations of the web pages and applications while keeping in line with best-practices to ensure user and business needs are met
- Researched the regulatory and procedural documents associated with the Monograph web application and explained the requirements to the developers on the DDOC development team
- Collaborated with writers, subject matter experts, and the DDOC design team to ensure animation scripts and content met both scientific and production requirements

+ KEY ACCOMPLISHMENTS:
Redesigned the information architecture and the page layout for the Angiotensin II Receptor Blocker Recalls page. Improvements included the addition of an overview page that gives visitors a quick summary of the recall and a mobile friendly, searchable list of recalled drugs which was a vast improvement over the static PDF format the list was previously in. This search list is now the 5th most viewed Drug-related page.

Digital Media Consultant   07/2014 – Present
Orbit Shakers, LLC   20 hours/ week
2300 Garrison Blvd, Suite 103, Baltimore, MD 21216 United States
Supervisor: Andrew Omotosho (410-428-5775), may contact

Orbit Shakers LLC is an information technology (IT) outfit that specializes in IT consulting, design, and development of websites and applications (2 employees). As a consultant, I helped clients update their site architecture to enable users to easily find information, created copy and graphics for social media posts, and collected web and social media metrics.

CONTENT STRATEGY
- Created a comprehensive digital media strategy to develop and organize content that informed key audiences about companies' missions
- Researched, populated, and managed social media (Twitter, Facebook, LinkedIn, and Instagram) calendars using Google Sheets
- Increased visibility of clients' WordPress websites by researching and implementing legitimate search engine optimization (SEO) tactics
- Reorganized clients' website information architecture and redesigned their websites using HTML, CSS, and JavaScript to improve user experience

USER EXPERIENCE (UX) WRITING
- Wrote, edited, and published content for clients' e-newsletter, blog, website, and social media pages using Microsoft Word, Adobe Acrobat, and Aweber
- Designed graphics for client's e-newsletter, blog, website, and social media pages using Canva, Adobe Photoshop and Illustrator
- Compiled and submitted a summary of work done and KPIs achieved to clients using Microsoft Word and PowerPoint

PROBLEM SOLVING
- Created personas based on user research to help inform page redesigns and content organization
- Researched and implemented best practices in the design, creation, and coordination of editorial and social media content
- Used Google, Hootsuite, Facebook, Twitter, YouTube, Instagram, and LinkedIn Analytics tools to identify and evaluate methods needed to improve communication strategies and boost performance of digital content
- Redesigned the client's Aweber newsletter template to boost click rates
- Tracked the open and click rate of client's Aweber e-newsletter links to test the effect of design changes

COLLABORATION
- Worked with client's team to optimize the digital publishing workflow for website content updates of blogs and accompanying podcasts
- Encouraged clients' adoption of best practices aimed at maintaining or exceeding the new-found increase in activity across all digital media properties

+ KEY ACCOMPLISHMENTS
Increased Key Performance Indicators (KPIs) for a client by over 20%. These KPIs assessed the exposure, reach, and engagement of communication efforts across the client's digital media channels.

Affiliate Instructor - Emerging Media Graduate Program   07/2016 – 12/2018
Loyola University Maryland   15 hours/ week
4501 N. Charles Street, Baltimore, MD 21210 United States
Supervisor: Dr. Elliot King (410-617-2819), may contact

Loyola University Maryland is a Jesuit, liberal arts university in Baltimore (1,300 employees). I taught 2 courses as an instructor in the Emerging Media program which explores the role of new and digital media in the field of communication.

CONTENT STRATEGY
- Logically organized content in virtual classrooms on Moodle so students can easily find course materials
- Taught graduate students best practices in designing infographics and how to use Canva to create infographics and other images for blog posts, social media posts, and websites

USER EXPERIENCE (UX) WRITING
- Taught graduate students how to write information for the web, considering best-practices and search engine optimization
- Assessed and taught students how to assess their writing using the Clear Communication Index from the Centers for Disease Control and Prevention

PROBLEM SOLVING
- Researched, designed the curriculum, taught and curated relevant resources for the Foundations of Health Communication course
- Researched, co-designed the curriculum, taught and curated relevant resources for the Graphic Design segment of the Content Creation course

COLLABORATION
- Mentored select students tasked to create graphics for the newly redesigned Loyola University Maryland's Pre-Health Program website while taking into consideration the client's requirements.

+ KEY ACCOMPLISHMENTS
Designed the very first course offering for the newly launched Certificate in Health Communication track in the Emerging Media graduate program.

Graduate Student, Emerging Media Program   07/2013 - 01/2018
Loyola University Maryland   15 hours/week
4501 N. Charles Street, Baltimore, MD 21210 United States
Supervisor: Dr. Gregory Hoplamazian (410-617-2462), may contact

Loyola University Maryland is a Jesuit, liberal arts university in Baltimore (1,766 graduate students). I was a graduate student in the Emerging Media program which explores the role of new and digital media in the field of communication.

USER EXPERIENCE (UX) WRITING
- Wrote a capstone titled "*An Assessment of Social Media Use by Student Health Centers in Disseminating Health Information*"

PROBLEM SOLVING
- Conducted a focus group with undergraduate students to inform the design of a web portal to host trusted health information for the campus community
- Analyzed the qualitative research data from the focus group and discovered 3 healthcare communication themes from students' responses: Connection, Convenience, and Care
- Administered a Qualtrics-based online survey geared towards USA-based student healthcare professionals on a listserv to determine their behaviors, attitudes, and beliefs towards the adoption of social media for the dissemination of health information
- Analyzed the quantitative research data from the survey using SPSS and determined the correlation between respondents' behaviors, attitudes, beliefs and their willingness to adopt social media

COLLABORATION
- Worked with Loyola University's Healthcare professionals to understand the limitations to adopting a health information web portal for the campus community.

+ KEY ACCOMPLISHMENTS
Presented some of my research at University of South Carolina's 2017 Healthy Campus Summit: Generation Z and College Health: Expectations and Realities of Health Information Dissemination on Campus.

Volunteer Blog Contributor, The Art of STEM at Loyola   11/2014 - 05/2015
Loyola University Maryland   5 hours/week
4501 N. Charles Street, Baltimore, MD 21210 United States
Supervisor: Self (410-499-8283), may contact

The Art of STEM at Loyola is a blog for the Natural and Applied Sciences Division in the Loyola College of Arts and Sciences at Loyola University Maryland, a Jesuit, liberal arts university in Baltimore. As a blog contributor, I covered various aspects of science at Loyola.

USER EXPERIENCE (UX) WRITING
- Wrote and published stories about topics and events in health and science, as well as profiles of individuals in the Natural and Applied Science division

PROBLEM SOLVING
- Interviewed subject matter experts for insight on blog topics I researched and developed

+ KEY ACCOMPLISHMENTS:
Contributed six articles to the Art of STEM at Loyola blog - blog.loyola.edu/sciences/author/dakinmade/.

Education

Master of Arts (MA) in Emerging Media, 01/2018, **Loyola University Maryland** - Baltimore, MD United States
GPA: 4.0 | **Credits Earned:** 33 Semester hours | **Relevant Coursework:** Capstone - An Assessment of Social Media Use by Student Health Centers in Disseminating Health Information, Emerging Media in Strategic Communication, Content Creation Seminar, Media Innovation, The User Experience, Emerging Media Applications | **Honors/Awards:** D.C. Science Writers Association's 2015 Professional Development Day Scholarship (Live-tweet of "Ebola: A Case Study" session)

Doctor of Philosophy (PhD) in Medial Pathology, 05/2007, **University of Maryland, Baltimore** - Baltimore, MD United States
GPA: 3.74 | **Credits Earned:** 46 Semester hours | **Relevant Coursework:** Thesis - Elucidation of the growth inhibitory function and protein-protein interactions of the ErbB3 binding protein, Ebp1, in breast cancer |**Honors/Awards:** Invited Graduate Student Poster in Pathology Experimental Biology (EB) San Diego, CA (2005), American Society of Investigative Pathology (ASIP) Young Pathologist Fellowship Recipient (2004), 3rd Place Poster, 26th Annual UMB/UMBC Graduate Research Conference (2004), Elaine Miye Otani Memorial Scholarship Award Finalist Pathology Department, UMB (2003)

Master of Science in Applied Molecular Biology, 05/2001, **University of Maryland, Baltimore County** - Baltimore, MD United States
GPA: 3.87 | **Credits Earned:** 31 Semester hours | **Relevant Coursework:** Thesis - Fusion of two heterologous G-protein coupled receptor pathways found in yeast and higher eukaryotes

Bachelor of Science in Biological Sciences, 05/2005, **University of Maryland, Baltimore County** - Baltimore, MD United States
GPA: 3.73 | **Credits Earned:** 122 Semester hours |**Honors:** Cum Laude | **Relevant Coursework:** Honors Thesis - Role of phosphorylation sites on Rhodopsin tail in Arrestin-mediated deactivation | **Honors/Awards:** UMBC Departmental Honors (2000), UMBC Outstanding Graduating Senior in Biological Sciences (2000), UMBC Alumni Association Scholarship Recipient (1999), Golden Key National Honor Society Outstanding Sophomore (1998)

Additional Information

Portfolio
https://www.uxfol.io/dami.akinmade

Job-Related Skills
Database Development and Coding | Emerging and Digital Media | Health & Science Communication | Project Development & Implementation | Evaluation & Planning | Qualitative & Quantitative Research | Data Analysis | Scientific & Technical Subject Matter Expert | Writing & Editing | Teaching & Learning | Interpersonal Communication and Collaboration

Job Related Training & Conferences
2019 Government UX Summit, User Experience Community of Practice (UX CoP) & DigitalGov – May 2019
Adobe 508 Accessibility Training, ThinkB!G.LearnSmart – Feb 2019
Microsoft 508 Accessibility Training, FDA – Dec 2018
Infographics using Illustrator, ThinkB!G.LearnSmart – Oct 2018
Advanced Adobe Illustrator, ThinkB!G.LearnSmart – Oct 2018
Advanced Adobe Photoshop, ThinkB!G.LearnSmart - Dec 2018
JavaScript & jQuery Advanced with JSON & Ajax, ThinkB!G.LearnSmart - Jun 2018
HTML5 & CSS3 Advanced for Responsive Web Design, ThinkB!G.LearnSmart - May 2018
Introduction to JavaScript and jQuery, ThinkB!G.LearnSmart - Mar 2018
Introduction to HTML5 and CSS3, ThinkB!G.LearnSmart - Feb 2018

2017 Healthy Campus Summit: Generation Z and College Health, University of South Carolina - Oct 2017
2015 Science Writers' Boot Camp: Matters of the Heart, Johns Hopkins Medical Institute (JHMI) - Apr 2015
2015 Professional Development Day, D.C. Science Writers Association (DCSWA) - Mar 2015
2014 Comics and Medicine Conference, Graphic Medicine - Jun 2014
27th Annual Textbook and Academic Authoring Conference, Textbook and Academic Authors Association (TAAA) - Jun 2014
6th Annual Writing Exchange Conference, CCBC - Jan 2013
Universal Design and Accessibility for Online Learning Course, CCBC - Nov 2012
5th Annual Writing Exchange Conference, CCBC - Jan 2012
Instructional Systems Design (ISD) Now Webinar: Simplifying Interactive E-Learning, UMBC - Dec 2011
Effective Project Planning and Implementation, UMBC - Nov 2009
Making Meetings Work, UMBC - Oct 2009

Professional Publications

Zhang, Y., Akinmade, D., and Hamburger, A. W. (2008). Inhibition of heregulin mediated MCF-7 breast cancer cell growth by the ErbB3 binding protein EBP1. Cancer Lett. Jul 8; 265 (2): 298- 306

Akinmade, D., Talukder, A. H., Zhang, Y., Luo, W., Kumar, R., and Hamburger, A. W. (2008). Phosphorylation of the ErbB3 Binding Protein Ebp1 by p21 Activated Kinase 1 (PAK1) in Breast Cancer Cells. Br J Cancer Mar 25; 98 (6):1132-40

Akinmade, D., Lee, M., Zhang, Y., and Hamburger, A.W. (2007). Ebp1-mediated inhibition of cell growth requires serine 363 phosphorylation. Int J Oncol. Oct; 31 (4): 851-858

Zhang, Y., Akinmade, D., and Hamburger, A.W. (2005). The ErbB3 binding protein Ebp1 interacts with Sin3A to repress E2F1 and AR-mediated transcription. Nucl. Acids Res. 33, 6024-33

Zhang, Y., Wang, X.-W., Jelovac, D., Nakanishi, T., Yu, M.-h., Akinmade, D., Goloubeva, O., Ross, D.D., Brodie, A., and Hamburger, A.W. (2005). The ErbB3-binding protein Ebp1 suppresses androgen receptor-mediated gene transcription and tumorigenesis of prostate cancer cells. PNAS 102, 9890-95

Xia, X., Cheng, A., Akinmade, D., and Hamburger, A.W. (2003). The N-terminal 24 amino acids of the p55 gamma regulatory subunit of phosphoinositide 3-kinase binds Rb and induces cell cycle arrest. Mol Cell Biol 23, 1717-25

Language Skills

Language	Spoken	Written	Read
Yoruba	Intermediate	Intermediate	Intermediate
English	Advanced	Advanced	Advanced