

Obi Akpuda, Product Designer, Front-End Developer

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SwipabotAIO Co-Founder, Product Designer

July.2020 - Current | Charlotte, NC

- Responsible for leading design vision for desktop application
- Collaborate with cross-functional teams via Figma, including data insights and engineering, to ensure features drive optimal yet user friendly experience
- Conduct User Research, User Stories, Wireframing, and User Flows from ideation phase to live product for 300 beta users
- Create learning material and perform weekly on-boarding sessions for new users and A/B testing with select test groups

Hackaveli Studios Owner, Freelance Web Designer

July.2016 - Current | Charlotte, NC

- Develop custom mobile-friendly websites for clients based on unique brand and business needs
- Manage team of 6 junior designers that worked with clients to manage expectations, team roles, and the status of projects.
- Utilize HTML5, CSS and JavaScript to add additional functionality to Wordpress and Shopify websites.

Slalom Consulting Consultant, Software Engineer

Feb.2020 – Feb.2021 | Charlotte, NC

- Served as consultant to telecommunications client, working with design team to develop a reporting analyzer in Angular JS to improve their speed to market for their auto dealer

The Kutting Edge Founder, Product Designer

Feb.2018 – Jul.2020 | Charlotte, NC

- Completed 12 week startup accelerator -- 2019 Launch Greensboro Demo Day Winner out of 10 other companies
- Designed (Adobe XD) and developed (Bubble.io) MVP for Kutting Edge, a mobile solution for hair and beauty professionals to connect to new clients and manage existing clients
- Measured user experience through survey of 500+ beta users to identify pain points and determine delivery of optimal solutions

University of North Carolina at Greensboro

May 2018 | Greensboro, NC

Information Systems and Operations Management

Certifications

Scaled Agile: Certified SAFe Practitioner

Skills

Low to High Fidelity Design & Prototyping User Interface Design
User Survey
Personas
Visual Design
User Research
Usability Testing
Wireframing
A/B Testing
Storyboarding

Tools

Adobe Creative Suite
Figma
Sketch
Invision
Bubble.io
HTML, CSS, JavaScript