

Valerie Dehinde - Joseph

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 <https://valeriedjoseph.com/>

Summary

I'm a UX designer focused on content design, UX research, and digital accessibility. As an advocate of product-led design, I have helped improve quality of leads by over 30% and drive up business metrics.

I'm looking to contribute to user-focused teams who are committed to delivering seamless, delightful experiences.

Experience

UX Designer / Content Designer

TIGNUM

May 2022 - Present (11 months)

- Led and maintained UX design processes, content design documentation, and facilitated content accessibility.
- Oversaw user flow and UX design of the company website to improve traffic and increased lead generation by 20%.
- Improved user engagement and retention by conducting UX research and heuristic evaluation.
- Created UX research guidelines, scripts, surveys, and templates for insights and analysis.
- Increased task completion rate by 30% and lead generation by 20% by redesigning the website information architecture and navigation.
- Successfully designed core in-app features and worked closely with the design and engineering team to implement them.
- Pitched and got stakeholder buy-in for proposed designs by storytelling, wireframes, and prototypes.
- Conducted content testing, usability tests and user surveys.
- Designed briefs, copy, video, and audio scripts for marketing campaigns.

Product Designer

Freelance (Self employed)

Sep 2020 - May 2022 (1 year 9 months)

Choros Studios:

- User research via one-to-one interviews, competitive analysis of direct and indirect competition.
- Visual design; Creation of wireframes and prototypes on Figma
- Usability testing via unmoderated study using Maze and design iteration

Clareandme:

- Created tone of voice guideline and made website copy recommendations .
- Conversation design prototype of high-quality conversations between an AI chatbot and users seeking mental support, to improve user engagement and retention.

Itsme Social app:

- Conducted heuristic mark-ups via Nielsen's heuristics framework to analyze the navigation, information architecture and task orientation of websites and apps and provided insights to improve user retention, accessibility and navigation flow.

Reader:

- User research via online survey, competitive analysis of direct and indirect competition.
- Visual design; Creation of wireframes and prototypes in Figma.
- Usability testing of low-fidelity prototypes.

Education



University Of Ibadan

2011 - 2016

Licenses & Certifications



Google UX Design Professional Certificate - Coursera



UX Writing - Uxcel

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Design Accessibility - Uxcel

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Skills

Mobile Experiences • Responsive Web Design • User-centered Design • User Interface Prototyping • figma • Problem Solving • Design Thinking • Project Planning • Process Improvement • Stakeholder Engagement