

Damola Olaleye

Oxford, England

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ABOUT ME

Highly motivated and detail-oriented UI/UX designer with years of expertise crafting user-friendly interfaces for web and mobile applications. Proficient in various design mediums and adept in utilising multiple design programs. Demonstrated success in conducting usability testing sessions and compiling user feedback to improve design decisions to enhance engagement, and satisfaction scores while driving revenue growth through meticulously crafted user experiences. A collaborative team player, driven by a creative spirit and a passion for unlocking the universal language of design.

EDUCATION

Bachelors' Degree / 2019

Covenant University, Nigeria

Masters' Degree / 2023

Oxford Brookes University, England

SKILLS

Product & Web Design

Motion Design

Graphic & Visual Design

User Research & Testing

Prototyping & Interaction Design

WORK EXPERIENCE

Member Service Advisor / Bupa, England

02/2023 - Present

- Increasing growth through exceptional customer support and improving NPS
- Brainstorming and contributing ideas to drive continuous improvement for processes, products and services.
- Ensuring policy compliance and maintaining accurate customer records.
- Communicating with empathy and efficiency, resulting in a better customer experience.

Sales Advisor/Visual Merchandising Trainee / H&M, England

12/2022 - 01/2023

- Design solutions for preparing season sales, designer collaborations and campaigns by working closely with the Visual Merchandising Team.
- Utilised effective conversational skills, maximising sales results and KPI achievement.
- Exceeded individual and store sales targets by using key selling skills, prompting the offer of extending a seasonal contract.

Hospitality Partner / John Lewis & Partners, England

10/2021 - 09/2022

- Worked closely with a diverse team in catering to individual customer needs, thereby building good relationships with the customers and the team.
- Built rapport with customers by providing an enjoyable experience, translating into a loyal community.
- Dealt with customer complaints efficiently and accurately with good interpersonal skills ensuring customers felt heard, understood and still had their challenges resolved.

Content Curator & Graphic Designer / Of a Kind Creatives, USA

02/2021 - 03/2021

- Collaborated with the Marketing & PR team to design motion graphics and content for SEO optimisation, boosting social engagement by 36%.
- Managed and executed diverse campaigns, crafting impactful design materials, and encouraging optimal brand presence across mobile and web platforms.
- Analysed user and market trends, creating design ideas that boosted traffic on the creators' page.

Visual Designer / Latoja Mart, Nigeria

12/2019 - 12/2020

- Drove client base expansion and business growth by 20% by designing compelling print and digital content, plus persuasive social media graphics, flyers, and advertisements,
- Introduced an asset database, facilitating efficient design and establishing a brand image.

Graphic Designer / Baganow, Nigeria

08/2019 - 05/2020

- Created brand systems and extended visual language for in-house brands for seamless integration across all platforms.
- Designed art and copy layouts for visual communication media, including collateral, branding, identity, packaging and large format graphics, enhancing brand narratives.

CERTIFICATIONS

- Google UX Design Professional Certificate / *Grow with Google* / Jun 2024
- Web Design Bootcamp / *Weblow* / Sep 2019
- The Complete App Design Course: UX, UI and Design Thinking / *Udemy* / Aug 2019
- Design Rules: Principle + Practices for Great UI Design / *Udemy* / Jul 2019
- Learn Figma: UI/UX Design Essential Training / *Udemy* / Jul 2019
- Graphic Design Bootcamp / *Udemy* / Jun 2019
- Visual and Graphic Design / *Alison* / Jun 2019