# Anthony Chukwu Product Designer

ikanthony.com linkedin.com/in/ikanthony iamikanthony@gmail.com

## Experience

**Product and Brand Designer** EMDEX, Nigeria
// *November 2018 - Present*

•Designed EMDEX website, landing pages and e-commerce platform that addressed pain points and improved user experience, site visitation by up to 30% and online purchases.

•Conducted research, designed mobile app components and marketing assets that led to increase in app downloads by over 50% within 12 months.

•Designed the landing page that helped increase subscription for a product by 1000% within 2 weeks, bringing visibility and revenue to the company.

•Collaborated with a developer to build an online application form to enable advertisers bid and pay for advertising slots on the company's mobile, web, and print products. This made the process seamless and improved the revenue generated by the company through advertising.

•Revamped the EMDEX brand identity reflecting on all email, social media, web and print assets. This helped reposition the brand in the healthcare industry and reach a previously sidelined demographic of 50,000+ customers.

•Wrote and designed the company profile, pitch decks, and several digital and print marketing assets that helped EMDEX secure two major business partnerships, increasing visibility and driving revenue to the business.

**Product Designer** Steko Creative Agency, Remote
// *May 2020 - October 2022*

•Designed responsive website for Wellness by Coco, a health and wellness brand. Carried out feasibility analysis allowing me identify their target market, user goals, and design a customer-centric website. This helped them reach more users and improve their business flow.

•Designed the landing page for a Personal Coaching brand (B2C) helping them increase the subscription for their product by 100% within 2 months.

## Certification

The Interaction Design Foundation (IxDF)
**Membership Certificate**
// *November 2022*

UXCEL
**UX Writing**
// *October 2022*

University of Michigan via Coursera
**User Experience & Interaction Design for AR/VR/MR/XR**
// *September 2022*

UXCEL
**Design Accessibility**
// *September 2022*

GOOGLE | Coursera
**UX Design Professional Certificate**
// *2021-2022*

California Institute of Arts | Coursera
**Graphic Design Specialization Certificate**
// *2021*

## Technical Skills

UX Design
UI Design
User Research
Usability Testing
Heuristic Evaluation
Sketching
Wireframing
Prototyping
Web & Mobile App Design
UX Writing
Visual Design
Basic HTML/CSS

•Designed responsive website for a Tech Consultancy B2B helping them boost credibility, secure partnerships and increase their number of clients.

•Designed the landing page for Ontario Drug Benefit Formulary mobile app which increased its awareness and adoption among Canadian health professionals.

•Carried out end-to-end user experience design for mobile and web applications. The agency received several positive feedback for these, which raised their profile and increased their clientele.

•Worked as a UX Consultant for Blueroomcare, a mental health mobile app, and helped to improve task completion, user engagement, and overall experience.

**Graphic Designer** Grace Lineage International, Nigeria
// *May 2017 - October 2018*

•Designed the organization's brand identity and campaign designs, including social media assets, print materials, brochures, banners, and signs that helped them put together the largest quarterly conference for student leaders in the College of Medicine, University of Lagos.

## Volunteering

**Creative Designer** Help A Child Fight Against Rape (HACFAR)
// *March 2020 - April 2020*

•Designed the nonprofit's brand identity and appropriate marketing collateral that helped them educate parents and school teachers in five schools about child rape prevention in the year 2020 when there was a rise in incidence.

## Soft Skills

Problem-solving
Empathy
Curiosity
Collaboration
Self Starter
Communication
Presentation

## Tools

Figma
Adobe XD
Zeplin
Miro
Illustrator
Photoshop
Indesign

## Education

**University of Lagos, Nigeria**
Medicine and Surgery
*MB;BS Degree*
// *2012 - 2018*

## Languages

English: Fluent
IELTS 7.5