

Melvin Ogbalu

Senior User Experience Designer

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Languages

English, Igbo, Pidgen

Skills

Design

UI, UX & Interaction Design,
Visual design, Storytelling, Wire-framing,
Prototyping, Graphics Design,
Website design, Video Editing

User Research

Interviews & Surveys
Competitive Analysis
Usability & Concept Testing
Affinity Mapping
Usability Testing
Heuristic Evaluation

Tools

Sketch, Figma
InVision Studio, Webflow
Photoshop, Illustrator
Indesign. Adobe XD
Premiere Pro, Axure
Tableau

Miscellaneous

Stakeholder management, Business Strategy
Communication, Presentation

Certification / Professional Training

Enterprise Design Thinking | IBM 2020
User Experience design | Accenture 2019
Human Computer Interaction design and Innovation
| Udemy 2019

Specialties

Product Design
Enterprise Design Thinking
Digital Transformation Strategy
Usability Testing
A/B Testing
User Experience Design
Data Analytics
Business Development
Customer Experience
Project Management

Education

Federal University of Technology Owerri

2009 - 2014 · Bachelor of Technology, Computer Science

Graduate research dissertation on interaction design frameworks for a web-based classified property listing and management systems, with a focus on Real Estate Investment and property acquisition.

Work Experience

Rivet Software, Senior User Experience Designer

2020 – Present. Lagos, Nigeria

AirSmat, Product Designer

2020 (Remote) London, United Kingdom

Inlaks Limited, UI/UX Designer

2018 - 2019 Lagos, Nigeria

Guaranty Trust Bank Plc, Customer Relations Associate

2017 - 2018 Lagos, Nigeria

Reveta Enterprise, Co-founder

2012 - Present Lagos, Nigeria

NITDA, Technology support Intern

2012 - 2012 Lagos, Nigeria

Projects

- Designed the overall digital user experience design for a SaaS Electronic fund transfer solution that helps with Salary Automation and revenue collections and also reduces internal approval and processing time by >25%. The system is currently being deployed in 10 banking institutions and serves up to 50 million daily transactions.
- Spearheading design features and research for SkillBeta, an E-learning community and SaaS based platform that promotes active learning and allows local creators to share contents across multi-faceted domain environments.
- Designed and implemented a Saas-based items banking application that allows examination institutes and authors to icreate, review and store examination items in a secured question bank. The system is currently being used by 3 academic institutions and serves up to 4 million daily transactions.
- Designed a Saas-based Membership UI product solution to assist with student management payments and helps access to internal corporate data.
- Designed a data validation and migration tool that was used to migrate banks to core banking solutions.
- Product research using competitive analysis to understand and solve competitors’ usability strengths & weaknesses
- Product research on a new visual language for the company’s brand across new user touch-points
- Developed product roadmap, strategy and led a front-end engineering team in the development of an Invoice Automation and Finance solutions.

Volunteer experience

Design Specialist | Mentally Aware Nigeria Initiative (MANI) 2018

- Coordinated activities with non-profit partner agencies for fundraising and promoted engaging campaigns for mental awareness and wellness education.
- Led team of four overseeing all aspects of social media strategy, increasing Twitter following by 60%, Facebook by 100%+ and Instagram by 120%
- Managing user research, Information architecture, Interaction & visual design, prototyping, design system creation & implementation of new design trends, across all web and mobile products.
- Engaged with several multinational companies to research, Ideate, design, and prototype visions for new digital experiences across various user touch-points to help improve their overall process automation.
- Coordinating research activities during functional requirement gathering on various client-facing projects, which allowed the internal team and client to find direction, Ideate, design and scale ideas for the new digital experiences.
- Advised the design of new features on an AI-Powered solution which helps farmers to extract useful intelligence from the data captured on the farm with the use of drone technology.
- Crafted unique experiences and explored new opportunities to improve client’s satisfaction by 15% across all user touch-points with the bank’s service offerings

Affiliations

- Association for computing machinery

References

Available upon request

Interests and Prospects

- Design

