Akua Agadzi
UI/UX Designer

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Summary

As a designer and researcher my job is becoming more about strategizing and facilitating conversations, than solving problems in silos. My intention is to exceed expectations. As a dynamic and motivated individual, I bring a creative approach with the goal to provide effective solutions. I aim to push my innovative limits by asking questions and collaboratively working to produce quality that holds value in all aspects.

Education

York University | 2019 – 2020
User Experience (UX) Design
(Certificate)

George Brown College | 2005 – 2008
Graphic Design / Advertising Major
(Advanced Diploma)

Skills

UX Design
Visual Design
Design System
Wireframing
Prototyping
User Research
User Testing
Agile
Branding
Photography

Tools

Figma
FigJam
Adobe CC
Sketch
Axure
InVision

Work Experience

Jobbliss (Walmart Contract), UI/UX Designer | Aug 2022 – Present

- Responsible for creating and testing layouts for the Walmart Canada Shop My Store Experience.
- Comparing and testing concepts between American and Canadian websites, and conducted several methods of research to gather insights, identify user pain points and provide optimal solutions for the user experience through prototyping.

SmartCentres, Digital Creative Lead | July 2012 – May 2022

- Developed and executed a wide range of design projects for print and web.
- Successful lead designer for the Penguin Pick-Up Grocery mobile app UI, overall increasing the business presence.
- Contributed to the redesign of the SmartCentres REIT corporate website by meeting with stakeholders to understand the problem, and conducted several interviews and user testing sessions.
- Created low to high fidelity wireframes and prototypes for various corporate webpages.
- Lead design pitch presentations, and participated in review sessions.
- Managing numerous projects and tasks while under pressure to meet weekly deadlines.

OndeCare, UX Designer | Jan 2020 – April 2020

- Conducted several methods of research to gather insights and identify pain points for OndeCare's website users.
- Suggested improvements to the design and performance to stakeholders, through journey mapping, and related design documentation.
- Successfully created new design concepts and wireframe drawings to determine the best user experience for the OndeCare website.