

# Akua Agadzi

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## UI/UX DESIGNER

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As a multidisciplinary designer with 12 years of experience, I specialize in crafting functional and user-centered products enriched with impactful visuals. With a dynamic and motivated approach, I facilitate conversations and employ a creative mindset to deliver effective solutions. My strengths lie in pushing innovative boundaries, asking critical questions, and collaborating to produce high-quality outcomes that consistently exceed expectations across diverse business platforms including consultancies, start-ups, banking agencies, and beyond.

## QUALIFICATIONS SUMMARY

- Offers a rich blend of UI/UX design proficiency, with 5+ years of specialized experience, complemented by 12+ years of tenure in Marketing and Design environments, showcasing a robust track record of creative strategy and execution
- Demonstrates experience in refining and expanding established design systems, contributing to enhancements, and venturing beyond standard requirements to deliver exceptional design value
- Adept in applying design methodologies, conducting user research, and executing usability testing protocols to ensure a deep understanding of user needs and fostering seamless interactions
- Experienced in Agile, Sprint cycles, and Kanban project management systems, ensuring design projects are managed with agility and adaptability; knowledgeable in User Research and User Testing, adept at implementing the Jobs-to-be-done framework for enhanced user understanding.
- Excels under pressure, efficiently meeting tight deadlines without sacrificing design quality, ensuring designs are feasible and implemented with precision; effectively communicates autonomously and as part of a team, showcasing commendable interpersonal skills in interactions with stakeholders
- Commanding knowledge of design and prototyping tools including Figma, Adobe Creative Cloud, Sketch, Axure, Zeplin, and Miro, with expertise in UX Design, Visual Design, Interaction Design, Business and Product Strategy; skilled in developing comprehensive user scenarios, personas, user flows, journey maps, and high-fidelity wireframes, coupled with a solid grasp of front-end technologies and the ability to produce HTML and CSS assets, effectively bridging design and development

## EDUCATION, COURSES, CERTIFICATIONS

<b>Certificate   User Experience (UX) Design</b> York University, Toronto, Ontario	<b>2019 – 2020</b>
<b>Certificate   Internet and Web Applications</b> Durham College, Oshawa, Ontario	<b>2010 – 2012</b>
<b>Advanced Diploma   Graphic Design   Advertising</b> George Brown College, Toronto, Ontario	<b>2005 – 2008</b>

## PROFESSIONAL EXPERIENCE

### UI/UX Designer Contract

Jobbliss, Remote

**August 2022 – August 2023**

- Pioneered strategic crafting and refinement of UI/UX for Walmart Canada's 'Shop My Store Experience' using Figma, catalyzing an increase in user engagement and streamlining the navigation process

- Champions user research initiatives, blending qualitative and quantitative data with thorough competitive analysis, decisively shaping design strategies, and setting new benchmarks in design excellence
- Executes in-depth comparative usability studies across Walmart's American and Canadian digital platforms, harmonizing user experiences and lifting customer satisfaction ratings
- Investigates user interaction intricately to pinpoint and alleviate pain points, resulting in a significant reduction in customer service inquiries due to improved interface usability; drives innovation through agile prototyping, delivering tailored user-centric solutions that contribute to a notable rise in conversion rates

#### **UI/UX Designer Consulting Contract**

**SmartJournal MM Global Solutions, Remote**

**August 2022 – Present**

- Implements enhancements to financial service applications, focusing on elevating the ATM interface user experience within the financial sector, resulting in more intuitive client interactions (primary client- Scotiabank)
- Crafts intuitive user interfaces for navigating licensing agreements among various financial corporations, significantly reducing backend navigation time, clarifying user flow, and expediting agreement processing
- Defines detailed interactions and behaviours for 4 significant sections of the SmartJournal platform, delivering an increase in overall system efficiency and optimizing user engagement; comprehensively approaches functionality and process optimization, ensuring streamlined and productive user interactions with the platform, reflecting a dedicated pursuit of excellence in user experience design

#### **Freelance Designer**

**Bluume Creative Inc.,**

**September 2006 – Present**

- Fosters client collaboration to elevate foundational ideas into dynamic creative solutions, equipping businesses with critical tools for market success and driving their brand growth; conducts comprehensive analyses of client business requirements, guiding the development of streamlined design solutions that deliver measurable efficacy and profound market impact
- Leads the enhancement of financial service applications with a targeted focus on user experience, particularly for ATM interfaces, culminating in heightened customer usability and satisfaction; prioritizes precision and intuitiveness in design to revolutionize transaction processes, instrumental in bolstering operational efficiency and enhancing user engagement
- Catered to a substantial client roster since 2008, with a consistent increase in repeat business underscoring the enduring value and effectiveness of the design deliverables, bearing witness to a design proficiency surpassing diverse client expectations, emphasizing the substantial impact of tailored design solutions on client success

#### **UI/UX Designer**

**Thomas Edison Electric, Remote**

**May 2022 – November 2023**

- Utilized Figma and adhered to best practices to develop a robust and scalable website and design system, ensuring adaptability and user engagement; determined style guidelines and interaction behaviors for website elements, creating a consistent and intuitive user experience across the platform
- Mocked up prototypes and user flows as needed to refine and validate the user experience, providing a clear blueprint for design execution, collaborating with developers to ensure designs were accurately translated into web environments, maintaining fidelity to the original design vision
- Communicated with copywriters and SEO specialists to align website content with best practices, optimizing for search engines to enhance online visibility; collaborated with illustrators to establish a compelling visual aesthetic for the website, balancing functionality with artistic expression
- Partnered with SEO specialists to design 6 essential desktop and mobile layouts for pivotal website sections, including Home, About Us, Areas We Serve, Contact Us, Employment, and Services; crafted Services page as a central content hub, imbued with relevant keywords, to inform and navigate users through the various services offered by the company
- Strategic design and content approach led to a 50% increase in website traffic, markedly enhancing the company's SEO and search engine results page performance

## **Senior Graphic Designer**

**SmartCentres, Vaughan, Ontario**

**July 2012 – May 2022**

- Developed and executed a diverse array of design projects across print and digital platforms, enhancing visual communication and brand consistency; served as the lead designer for the Penguin Pick-Up Grocery mobile app UI, resulting in an increased business presence and user engagement
- Played a vital role in the redesign of the SmartCentres REIT corporate website, engaging with stakeholders to identify their challenges and requirements, leading to a user-centric and effective web presence
- Designed low to high-fidelity wireframes and prototypes for various corporate web pages, facilitating transparent communication and expedited development cycles
- Led design pitch presentations and actively participated in review sessions, effectively securing stakeholder buy-in and fostering collaborative project advancement
- Contributed significantly to new business brand awareness and online presence by synthesizing meeting insights into effective marketing material designs using Photoshop and Illustrator, presenting the brand compellingly to new audiences
- Achieved an 85% increase in traffic to the Penguin Pick-Up website and garnered 300 new followers within 3 months, indicative of successful marketing and design strategies

## **UX Designer**

**OndeCare, Remote**

**December 2019 – April 2020**

- Orchestrated multifaceted user research campaigns to dissect and comprehend OndeCare website users' experiences, unearthing critical insights that informed subsequent design strategies
- Advocated for user experience advancements, engaging stakeholders with data-driven proposals for design and performance enhancements, aligning product evolution with user needs
- Innovatively conceived and meticulously sketched wireframes, piloting new design concepts that defined a more coherent and user-friendly experience for the OndeCare website visitors; led transformation of the OndeCare website's booking process, tailoring it to serve clients in need of short and long-term care- reimagined flow proved to be intuitive, simplifying client interactions
- Executed rigorous testing of prototype concepts, employing iterative feedback loops that confirmed 80% of users experienced improved ease of use in the new booking process, validating design approach
- Initiated the design process with a granular analysis of user problems, conducting exhaustive interviews that exposed layers of user identity to pinpoint obstacles faced within the digital environment
- Conducted a battery of usability tests via platforms such as usertesting.com and maze.co, rigorously measuring the designs against user satisfaction benchmarks to ensure the proposed solutions resonated effectively with user expectations, enhancing the overall service experience