

JIF OKONMA

Graphics & UI/UX Designer

Lagos, Nigeria | okonmajif04@gmail.com | +234 706 354 3757

Portfolio: <https://jifokonma.liveblog365.com/> | My Instagram

PROFESSIONAL SUMMARY

Innovative and user-centric designer with **6+ years of experience** in **UI/UX, brand strategy, and creative direction**. Expertise in leading cross-functional teams, prototyping, and delivering data-driven design solutions. Passionate about merging aesthetics with functionality to solve user problems.

PROFESSIONAL EXPERIENCE

Freelance Graphics, Video Editor & UI/UX Designer *Blaze's Empire* | Feb 2020 – Present

- Delivered 100+ creative projects including brand design, video edits, and social media content for SMEs, boosting client revenue by 45% on average.
- Edited promotional videos, ads, and short-form content (reels, campaigns), improving audience engagement and content performance.
- Prototyped and tested interactive dashboards for fintech clients, cutting user onboarding time by 50%.

UI/UX and Graphics Designer *EasyWin Nigeria* | Apr 2024 – Jul 2025

- Designed intuitive user interfaces for gaming and sports betting platforms, enhancing user engagement and retention.
- Created visually compelling sports-related content (promotional banners, social media graphics) and conducted user research to refine UI, improving usability.
- Collaborated with developers to implement responsive designs, ensuring seamless user experiences across web and mobile platforms. **UI/UX Designer** *Trouve Technologies* | Apr 2022 – Jan 2025
- Designed and launched **12+ SaaS product interfaces**, improving user retention by 40% through intuitive navigation.
- Conducted user research and A/B testing to refine features, resulting in a **20% increase in conversion rates**.
- Implemented responsive designs using HTML/CSS, reducing front-end revision cycles by 30%.
- Created design systems and style guides for consistent branding across web and mobile platforms.

Professional Graphics Designer O. Reno Nig. Ltd. | Feb 2020 – Sept 2020

- Produced **50+ print/digital assets** (logos, banners) under tight deadlines, achieving 95% client satisfaction.

VOLUNTARY WORK

Assistant Design Director The King's House Media Hub | Oct 2024 – Present

- Led a team of 8 designers to execute brand campaigns, ensuring alignment with client vision and market trends.
- Streamlined design workflows, reducing project turnaround time by **25% through Agile methodologies**.
- Oversaw UI/UX strategy for digital products, including wireframing, user testing, and stakeholder collaboration.
- Mentored junior designers, improving team output quality and client satisfaction.

EDUCATION

Mass Communication, Houdegbe North American University, Benin | Apr 2015 – Jun 2019

CERTIFICATIONS

- Premiere pro Video & Film Editing | Christoline Film Academy | Oct 2025
- Strategic Career Development & Professional Excellence | ICDFA | Oct 2025
- UI/UX Design Essentials with Figma | Udemy | Oct 2021
- Adobe XD Prototyping Masterclass | LinkedIn Learning | Dec 2021

SKILLS

Design Tools: Figma, Adobe XD, Photoshop, Illustrator, Premiere Pro, CapCut, CorelDraw

Technical: HTML/CSS, Prototyping, User Research, A/B Testing, Design Systems

Leadership: Team Management, Agile Workflows, Cross-Functional Collaboration, Mentorship

Soft Skills: Client Communication, Creative Direction, Brand Strategy