

Uchechukwu Ekpendu

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🔗 <https://uche.website/>

Summary

Experienced User Experience Designer with over six years of progressive experience, specializing in crafting custom UX elements for innovative products. Seamlessly blending aesthetics with functionality and driving product success through collaborative efforts. Deep understanding of user needs and market trends ensures creation of visually appealing, user-friendly products aligned with business objectives.

Skills

Core Skills

User Interface and User Experience design, Wireframing, Information Architecture Design / Sitemapping, User Research, Low-FI Mockups, User Interviews, User testing, A/B Testing, User Journey Mapping, Illustrations, Character Designs, Branding, Competitor Analysis, Adaptability, Communication, Problem Solving, Cross-Functional Collaboration

Tools

Figma, Adobe Suite, Sketch, Webflow, Zeplin, Framer, Jitter, Canva, Balsamiq.

Employment History

2023/09 – present

Lead User Experience Designer and Researcher

AptosMonkey 🌐

- Led the company's web3 tool revolution, designing the company's utility suite (Harborgate, Rafflor and the Jungle), aligning with evolving industry trends and future user needs through extensive customer research, driving customer acquisition, and building new revenue streams.
- Directed a team of designers to develop intuitive user interfaces, seamlessly integrating user-centric design principles with advanced web3 technologies to enhance user acquisition and revenue generation.
- Played a key role in creating the most successful meme coin (Gui Inu) on the Aptos blockchain, achieving over 60,000 holders, 390,000+ on-chain transactions, and \$23 million+ in aggregated volume, while ensuring performance management and monitoring for sustained growth in addition to designing the revolutionary social engagement web3 tool, Graveyard which has seen 2000+ users since its launch.

2021/04 – present

Lead User Experience Designer and Illustrator

Bulan 🌐

- Established the design system and brand identity framework, ensuring consistency in the company's design language.
- Created illustrations for company products, aligning them with the brand's language.
- Led the design team in developing the company's website and tools, such as the Bulan gallery and NFT value-based ranking tool, focusing on enhancing user experience.
- Hand-drew 111 illustrations for the company's NFT Gen 0 project, depicting African gods with a personalized touch.
- Guided the team in translating business solutions into design, contributing to an 82.5% revenue increase in December 2022, achieving a remarkable market capitalization increase of over \$15,000 within just four months of the product launch.
- Utilized web scraping to analyze competitors' strategies and integrate insights into design solutions, resulting in the revenue boost.
- Collaborated with developers to create the company website and tools, emphasizing user-centric design principles.
- Oversaw the conducting of several A/B testing and usability studies, resulting in a remarkable increase in user engagement of over 12.3% 2 months after product launch.

2020/09 – 2021/04
New York, USA

User Experience Engineer

BT Group [↗](#)

- Collaborated closely with a talent managed by the organization to create and manage lists of websites.
- Designed websites optimized for WordPress without custom themes or paid plugins, ensuring both functionality and aesthetics were preserved.
- Implemented designs tailored for restrictive web environments, resulting in increased ticket sales for the talent.
- Achieved a measurable impact on ticket sales, with an increase of 38% attributed to the redesigned websites.

2016

Freelance

- Enhanced the business and design quality of numerous individuals and companies as a freelancer.
- Provided freelance services in various design roles, including:
 - UI/UX design
 - User Research
 - WordPress web design
 - Character design
 - Illustration
 - Cover art
- Contributed to the success of 20+ clients/projects by delivering high-quality design solutions tailored to their needs.

Projects

2024/04

Harborgate

- Rebranded a community token P2P platform into a sophisticated token launchpad protocol platform, retaining the existing simple design system to promote user familiarity.
- Conducted pre-launch user testing to identify and resolve issues stemming from the solution implementation.
- Achieved a 98% increase in user engagement and satisfaction following the platform rebranding and launchpad protocol transition..

2024/03

AptosMonkey Website [↗](#)

- Led the design team, overseeing end-to-end design processes, from ideation to successful website design implementation.
- Illustrated all custom illustrations on the website to create a unique brand identity and align it with the brand's language.
- Achieved a significant 28% (positive website visits) improvement in informed design decisions by integrating user personas and research, enhancing the user-centric design approach.
- Resulted in more successful product outcomes and ensured users received valuable information on the website.

2021/08

Bulan website [↗](#)

Education

2016 – 2020
Osun, Nigeria

BSc in Computer Science - First-Class Honours

Redeemer's University

Relevant coursework include Human-Computer Interaction, Software System Design, Computer Architecture, Web Design.

Certification

2021

UI / UX Specialization [↗](#)

California Institute of the Arts through Coursera