

EMEKA EWULE

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LINKS

[Portfolio](#)

[LinkedIn](#)

SKILLS

Figma

Sketch

Miro and Mural

Design Systems and Libraries

Agile Methodologies

Communicating Insights

Design Thinking

GOV.UK Design System

Mobile Application

Design

Heroku and GitHub

Research and Analysis

Adobe Creative Cloud

Task Analysis and Journey Mapping

HOBBIES

☒ Traveling

☒ Football

☒ Table tennis

☒ Board games

PROFILE

As a government-vetted UX Designer with 9+ years of experience, I deliver measurable impact through intuitive, user-centred design across web and mobile platforms. My expertise in wireframing, prototyping, and user testing consistently translates into seamless digital experiences that boost engagement, satisfaction, and business outcomes. By blending creativity with cross-functional collaboration, I transform complex requirements into elegant solutions — driving innovation, accessibility, and strategic success across public and private sector projects.

PREVIOUS WORK EXPERIENCE

UX Design Consultant

April 2025 – 2025

Partnering with early-stage startups to shape brand identity, digital experience, and operational structure across diverse industries.

- Supported Northpole Environmental, a commercial cleaning startup, with brand development, service structuring, and client engagement strategies.
- Led UX and site design for RippleMart, an Afro-Caribbean grocery platform, enhancing product discoverability and streamlining customer journeys.
- Design and structure of a niche dating app for gym enthusiasts, focusing on user flows, fitness-based matching, and brand positioning.

Interaction Designer at Cabinet Office

August 2024 – April 2025

I led the redesign of the Civil Service Jobs portal to enhance user experience and streamline recruitment processes.

- Collaborated with user researchers to identify critical user needs and pain points in the government's Civil Service jobs portal, leveraging insights to craft design strategies that enhanced user satisfaction post-launch.
- Developed interactive prototypes using Figma and the GOV.UK Prototype Kit, enabling iterative testing and validation of design concepts, which accelerated the design-to-deployment timeline.
- Delivered accessible and inclusive designs compliant with WCAG 2.1 AA standards, broadening usability for diverse user groups and ensuring alignment with government accessibility requirements.

See [design highlights](#) in portfolio

Senior UX Designer at Netcompany

June 2023 – July 2024

Hired to oversee design across multiple projects, ensuring user-centred solutions and seamless digital experiences.

- Led the complete redesign of the P&O Ferries bookings app, streamlining user flows and enhancing UI—driving a 20% increase in engagement and a 15% uplift in conversions.
- Designed and implemented a ServiceNow-based solution for sharing clinical demographic data, ensuring accuracy, security compliance, and seamless integration into existing workflows.
- Secured a project bid for the business, by creating prototypes that addressed transparency issues for a recruitment app with over 40,000 registered users.

- Worked closely with development team members to ensure my prototypes were correctly translated to code using tools like Zeplin for handover.

Digital Designer at Aviva

April 2022 — April 2023

Brought in to lead the strategic overhaul of two core B2B insurance platforms, with a focus on simplifying user journeys, aligning design with business goals, and elevating the overall digital experience. Collaborated closely with stakeholders and development teams to ensure design integrity from concept to deployment, while embedding user feedback into every stage of the process.

- Conducted competitive analysis and user surveys to inform design; prototyped new journeys that cut drop-off rates by 22%.
- Created interactive prototypes using Figma, validating design concepts through iterative usability testing with diverse user groups. Resulted in 12% increase in task completion rates and positive user feedback.
- Facilitated responsive and mobile-first design solutions, while working with development teams ensuring optimal functionality across all devices.

UX Designer at Education & Skills Funding Agency

December 2021 — April 2022

I led the design for a number of user-centred GDS-compliant online data collection forms for this project. These forms enabled UK schools and colleges to submit reports to the government.

- Boosted user satisfaction and data accuracy by applying creative design thinking and user feedback. I enabled 19% faster form completion while meeting GDS accessibility standards.
- Led stakeholder workshops to streamline expense recovery—cutting processing time by 22% and boosting efficiency for public institutions.
- Partnered with cross-functional teams, to gather requirements and translate them into seamless, functional design solutions that aligned with both user and business goals.

EARLIER WORK HISTORY

Interaction Designer at HMRC

January 2021 — December 2021

Interaction Designer at Dept. of Health

June 2020 — December 2020

See [case study](#) in portfolio

UX Designer at Vodafone

January 2020 — June 2020

See [case study](#) in portfolio

Product Designer at Hotels.com

April 2019 — December 2019

See [case study](#) in portfolio

UX/UI Designer at British Gas

August 2018 — March 2019

See [case study](#) in portfolio

SharePoint Designer at Bupa

May 2015 — August 2018

See [case study](#) in portfolio



EDUCATION AND ACHIEVEMENTS

Hotels.com, User Centred Design Impact Award – Winner - November 2019

Bupa (South East England) Employee Of The Month - January 2018

BSc Computer Interaction Design, University of Bedfordshire - August 2001 (3 Years)

Access Course In Arts & Computing, Croydon College London August 2000 (1 Year)