

# EMEKA EWULE

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## PORTFOLIO AND PROFILES

[portfolio.benelma.it](https://portfolio.benelma.it)   [linkedin.com/in/eewule](https://linkedin.com/in/eewule)

## SUMMARY

A security cleared User Experience Designer with over 9 years of experience in creating user-centred designs for web and mobile applications. Skilled in wireframing, prototyping, and conducting user testing to deliver intuitive and engaging user experiences. I am adept at collaborating with cross-functional teams to achieve project goals.

## SKILLS

- Figma
- Sketch
- Axure RP
- Collaborative ideation
- Persuasive communication
- Visual design
- Adobe Creative Cloud
- GDS, Heroku & GitHub
- Mobile application design
- Design thinking
- Research and analysis
- Stakeholder management
- Agile methodologies
- Jira and Confluence
- Responsive web design
- Designs system and libraries
- Journey mapping and illustration
- HTML5 and CSS3
- Communicating insights

## WORK EXPERIENCE

**Temporary Freelance UX consultant** | *Northpole Environmental Limited* | *Ripple-Mart UK* | *July 2024 – Present*

- Communicated design concepts and rationale to clients, ensuring clear understanding and alignment.
- Identified and resolved design challenges through iterative prototyping and user feedback.
- Managed multiple freelance projects simultaneously, prioritizing tasks and meeting deadlines.
- Adapted design solutions to meet the evolving needs and constraints of different clients.

**Senior UX Designer** | *Netcompany* | *June 2023 – July 2024* | *Contract*

- Led the redesign of a major UK ferry booking app for a client, resulting in a 20% increase in user engagement and a 15% increase in conversion rates.
- Led the design of a ServiceNow based solution for a clinical user demographics data sharing service.
- Secured a project bid for the business, by creating prototypes that addressed transparency issues for a recruitment app with over 40,000 registered users.
- Conducted usability testing to identify pain points and improve user satisfaction.

- Collaborated with developers and product managers to ensure design feasibility and alignment with business goals.
- Created wireframes, prototypes, and high-fidelity mock-ups using Figma and InVision.

**Digital Designer** | Aviva | April 2022 – April 2023 | Contract

- Steered the redesign of a key product for a major Aviva business client service, enhancing the overall user experience and boosting traffic by 25%
- Conducted market research to identify new product opportunities leading to the development of a new product line for Aviva.
- Conducted competitive analysis and user surveys to inform design decisions.
- Designed interactive prototypes and conducted usability tests to validate design concepts.
- Worked closely with the development team to implement responsive design solutions.
- Analysed user feedback to drive product improvements. This resulted in 15% decrease in customer complaints.

**UX Designer** | Education & Skills Funding Agency | December 2021 – April 2022 | Contract

- Created design concepts for numerous GDS based online data collection forms used by UK public institutions.
- Led design workshops to ideate and generate solutions that enabled public institutions to claim back annual expenses from UK government.
- Collaborated with cross-functional teams to gather requirement and ensure seamless functionality
- Walked closely with the engineering team to ensure timely releases

**Interaction. Designer** | HMRC | Jan 2021 – December 2021 | Contract

**Product Designer** | Hotels.com | April 2019 – December 2019 | Contract

[See details in portfolio](#)

**Interaction. Designer** | Dept. of Health | June 2020 – December 2020 | Contract

**UX/UI Designer** | British Gas | August 2018 – March 2019 | Contract

[See details in portfolio](#)

[See details in portfolio](#)

**UI Designer** | Vodafone | January 2020 – June 2020 | Contract

**SharePoint Designer** | Bupa | May 2015 – August 2018 | Permanent

[See details in portfolio](#)

[See details in portfolio](#)

## EDUCATION

**Computer Interaction Design BSc.** 08/2001 - 09/2004  
University of Bedfordshire  
Degree 2:1

**Arts and Computing**  
08/2000 - 09/2001  
Croydon College London  
A level equivalent certification

## HOBBIES

- Traveling
- Football
- Snooker
- Draft board game