EMEKA EWULE

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I am a security-cleared User Experience Designer with over a decade of experience crafting user-focused designs for both web and mobile applications. Proficient in wireframing, prototyping, and user testing, I excel in delivering intuitive and engaging user experiences. My creativity and collaborative approach has ensured the successful achievement of project goals for various businesses

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

Interaction designer | Cabinet Office | *August 2024 – April 2025*
- 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.
- Led stakeholder workshops to align on project goals, fostering collaboration across the team and delivering design solutions that met both user and business objectives.

See design highlights in portfolio

Senior UX Designer | Netcompany | *June 2023 – July 2024* | *Contract*
- Directed the end-to-end redesign of a UK ferry booking app, optimizing user flows and interface design, leading to a 20% boost in user engagement and a 15% increase in conversion rates
- Designed and implemented a ServiceNow-based solution for sharing clinical user demographic data, ensuring data 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.
- Partnered with developers and product managers to align design solutions with business objectives, ensuring feasibility and seamless implementation of responsive, user-focused designs.
- Produced detailed wireframes, interactive prototypes, and polished high-fidelity mock-ups using Figma and Zeplin, enabling iterative feedback loops and faster design approvals.

Digital Designer | Aviva | *April 2022 – April 2023 | Contract*
- Spearheaded the redesign of Aviva's General Insurance B2B service, significantly improving user experience and increasing website traffic by 22% within six months.
- Performed detailed competitive analysis and user surveys, providing actionable insights that informed design strategies, ensuring alignment with both user expectations and market standards.
- 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.
- Partnered with development teams to implement responsive and mobile-first design solutions, ensuring optimal functionality across all devices while meeting project deadlines.

UX Designer | Education & Skills Funding Agency | *December 2021 – April 2022 | Contract*
- Designed innovative, user-centred GDS-compliant online data collection forms for use by UK public institutions, improving data accuracy and user satisfaction while adhering to government accessibility standards.
- Facilitated collaborative design workshops with stakeholders, delivering actionable solutions that streamlined expense recovery processes for public institutions, resulting in increased efficiency and reduced processing times.
- Partnered with cross-functional teams, to gather requirements and translate them into seamless, functional design solutions that aligned with both user and business goals.

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

Interaction. Designer | Dept. of Health | *June 2020 – December 2020 | Contract*
See more details in portfolio

UX Designer | Vodafone | *January 2020 – June 2020 | Contract*
See more details in portfolio

Product Designer | Hotels.com | *April 2019 – December 2019 | Contract*
See more details in portfolio

UX/UI Designer | British Gas | *August 2018 – March 2019 | Contract*
See more details in portfolio

SharePoint Designer | Bupa | *May 2015 – August 2018 | Permanent*
 See more 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. Certification: A level equivalent

HOBBIES

- Traveling
- Football
- Table tennis
- Draft & board game