

Arinze John

UI Designer

I am a User Interface/Experience Designer with over seven years of expertise in multimedia, branding, web, and print design. My skill set is complemented by exceptional collaborative and interpersonal abilities.

I thrive as a dynamic team player with well-honed written and verbal communication skills. Collaborated with teams of 15-50 people across technology, marketing, business, and design departments.

EXPERIENCE

Domino's Pizza Nigeria

Lead Creative Designer, Lagos Nigeria

November 2020 - Present

- Implemented a collaborative workflow with junior designers, leading to the creation of visually captivating UI designs and implementing strategic UI features that transformed the visual identity of Domino's Pizza in Nigeria; achieved a 25% increase in online sales and enhanced brand recognition.
- Developed Innovative visual design of key packaging launches, product shoots, and in-store/online brandings, guiding a high-performing UI team through the full product development cycle for successful product launches.
- Create in-store and online motion graphics, videos and animations used for marketing and brand promotions that resulted in a 20% increase in online sales and 15% boost in in-store brand recognition.
- Work closely with print & media houses to produce amazing & dynamic prints for marketing purposes.
- Produce and make comprehensive product design mood boards and documentation that effectively convey design concepts to the marketing team.
- Collaborates with the quality assurance, business intelligence, and IT teams to create UI tests aimed at strengthening and improving our products in preparation for launch, with the goal of achieving a readiness level of at least 95%.
- Designed and developed more than 15 new product expansions within a span of 3 years.
- Operated as the lead of our email newsletter, distributed weekly to 100,000+ subscribers.
- Increased annual volume from N17Billion sales to over N24 Billion in 3 years.

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[Portfolio](#)

SKILLS

- **Software:** Proficient in design and prototyping tools, including Figma and XD.
- **Design Skills:** Expertise in wireframing, interaction design, user interface design, art direction, typography, branding & identity, and motion graphics.
- **Experienced tools and Technologies:** Proficient in Adobe Creative suite (Photoshop, Illustrator, Premier Pro and After Effects), Skilled in CorelDraw, Familiar with Blender and Visual Studio code.

EDUCATION

Abubakar Tafawa Balewa

University, Bauchi

Bachelor of Technology in Industrial Design

- Major in Graphics Design (2010 – 2015)

ALT_ School Africa

DevCareer Tech Program

- Product Design (Ongoing)

Zeta-Web

Lead Creative Designer and Brand Developer, Lagos Nigeria

July 2017 – October 2020

- Collaborated with junior designers to create compelling designs and implement UI features that strengthened the brand's visual identity, resulting in a remarkable 10% increase in brand recognition.
- Partnered closely with digital marketers to promote 50+ clients' social media pages, driving a significant 15% boost in brand awareness and heightened customer engagement.
- Teamed up with developers to design engaging and appealing UI elements for web banners, landing pages, and marketing materials, significantly contributing to the brand promotion of clients.
- Coordinated with print houses to produce over 200+ eye-catching prints for clients and marketing campaigns leading to increased sales both online and offline.
- Worked closely with over 15+ business stakeholders and project managers to ideate and create dynamic designs.

Zercoms Systems

Graphics Designer and Content Developer, Lagos Nigeria

December 2016 – June 2017

- Developed over 10 interactive E-learning courses for clients, including Union Bank, FirstBank, and Chartered Accountants of Nigeria Lectures, utilizing Articulate Storyline software.
- Collaborated with developers to create appealing UI designs for web banners, favicons, landing pages, and various marketing materials to enhance brand promotion.
- Worked closely with over 5+ designers to collectively create compelling creative artworks and implement UI features that enhance both the brand and clients' visual identity.
- Designed over 50+ stunning logos, flyers, and handbills for various clients and brands.

Anthills Solutions

Graphics Designer and ICT Personnel, Lagos Nigeria

August 2016 – December 2016

- Teamed up with developers to create attractive web banners for the company's website which resulted in 10% increase in online sales.
- Maintained and updated over 30 items to the e-commerce website daily with new products and pricing information.
- Crafted over 20+ impressive logos, flyers, and handbills for the company's communication and marketing promotions.

CERTIFICATIONS

- Bachelor of Technology in Industrial Design (2015)
- Google Digital Skills for Africa (2019).
- Brave Achievers Workplace Trust Certification in Product Design (2020)
- GOMYCODE Certification in Introduction to Web Development (2021)
- Google UX Design Professional Certificate (ongoing)
- YAPPI- Animation and Post-Production (ongoing)