

Aisha Aliyu MSc, BSc

+44 7595 901 356 <https://aishaaliyu.com> lookatme@aishaaliyu.com 8 Aeroville, London, NW9 5JT



PROFILE

A resourceful and self-driven user experience (UX) designer that strives to create simple and intuitive experiences that satisfy unmet needs. Excels in working closely with product design teams to understand user needs, scope requirements and solve complex interaction problems from conception to implementation. A perpetual learner with managerial experience, strategic thinking and excellent communication skills.

Underpinned by 8 years experience in design for print, digital and interaction, branding, web development and business management in waterfall, lean and agile environments. Constantly challenges self in and outside of UX, not afraid to seek additional resources, learn new skills and technologies in order to do a job well. Lover of lifting, technology, FINTECH and Spanish.

SKILLS

User Journeys, Site Maps, Wireframes, User Research, User Flows, Lo and High Fidelity Wireframes, Usability Testing, Heuristic Evaluations, Personas, Auto-ethnography, User Stories, Competitive Analysis (marketing and UX), Interaction Design, Information Architecture, Mobile User Experience, Responsive Web Design, Mobile Design, UI Design, Prototyping, Axure, Sketch, InVision, UX Pin, Marvel app, Balsamiq, Omnigraffle, Google Analytics, Adobe Photoshop, Adobe Illustrator, Adobe Experience Design, Framer, HTML/CSS/JavaScript, PHP

EXPERIENCE

UX DESIGNER, THE AS&K GROUP, LONDON — FEB 2016 - PRESENT

An award-winning, independent full-service marketing agency for pharmaceutical and medical device companies

- Working closely with a multi-disciplinary team covering the user experience, editorial and creative design process to provide innovative solutions in a mostly agile and sometimes waterfall environment
- UX Lead that has completed several of projects ranging from Augmented Reality (AR) apps, physical object recognition displays, large interactive displays, iOS and Android apps, websites, elearning platforms and eDetailers for clients including Bayer, Medtronic, and Lilly
- Successfully delivered a training and certification sales rep app for a Bayer brand that is now being rolled out across China, Japan, Portugal, France, and Germany. Training app also now being utilised by other Bayer brands.
- Launched a hugely successful product conversion and sales app with nearly 100% usage since launch in 2016
- Working with Digital project managers on briefs, planning, timelines and resourcing
- Communicating with accounts and other stakeholders to understand and scope business goals
- Consulting and working closely with the development team, produced style guides and web/CSS/interaction specification sheets
- Working with quality assurance teams to ensure products were thoroughly tested and sanity checked
- Providing on-going training for creative teams in the form of lunch and learns, covering UX, UI Design, templating, and UI patterns to establish UX processes and champion UX best practice by example
- Creating wireframes (lo and high fidelity), user journeys, user flows and information architecture
- Designing, building and testing prototypes (fully-interactive HTML prototypes and click-throughs) to iterate and evolve design concepts, validate ideas and demonstrate proof of concept
- Undertaking user research, usability reviews, user testing (remote and in-situ) and design (UI) reviews
- Identifying opportunities for innovation by working closely senior management, digital project managers, creative teams, clients and other stakeholders for business development
- Recommendations to workflow, design tools and hiring

<https://asandk.com>

UX LEAD & CREATIVE DIRECTOR, TARBIYAH BOOKS PLUS, LONDON — AUG 2012 - FEB 2016

An Abuja based, click-and-mortar retailer of books, DVDs, health foods & oil, electronics and learning aids.

- Working mostly remotely, provided user experience, creative design, SEO and social media consulting working closely with senior management. Also, branded the company to differentiate itself from its competitors
- Developed and deployed company's first ever catalogue website followed by a responsive ecommerce website with various payment gateway integrations. Led the design for the UI for the company's Android mobile shopping application
- Analysed user feedback, stakeholder and analytics data to identify opportunities for improvement of the customer experience and innovation leading to a 300% rise in sales
- Established the company's UX process, identified opportunities and championed best practice e.g, simplified the taxonomy for specialist products and categories for easy way finding and discovery of products, introduced social proof patterns and strategies etc
- Implemented various low cost advertising and SEO strategies that see the company appear first on search engine results for its keywords, tags and products. This has also built recognition and community around the brand that continually engages its customers online and offline.
- Vetted and sourced reliable and appropriate vendors for the procurement of goods and products from suppliers in the UK, Europe, Asia and the Americas.
- Slashed procurement costs by up to 50% by negotiating pricing, contract terms and fees with suppliers, while ensuring the continuation and enhancements of services.
- Utilising market analysis, forecasting demand and inventory management for on-time deliveries.
- Deployment of I.T. infrastructure, software and policies including ePOS systems, card payment systems, ecommerce websites with various payment gateway integrations.

<https://tarbiyahbooksplus.com>

CEO & CREATIVE DIRECTOR, DESIGN BY DIGO, LONDON — DEC 2009 - PRESENT

*Founder and owner of London-based UX, graphic design, translation & web development company (**currently non-trading**)*

- Lean environment with a *permission-to-fail attitude* working closely and remotely with a multi-national and multi-disciplinary team with up to 8 resources covering the business, customer experience and creative design process including localisation, user research and market segmentation, content strategy, usability tests, visual design, web development, website audits, webmaster services, procurement and translation services.
- Clients cut across a number of industries from oil & gas, fashion, non-profit, food, real estate, to government bodies. Example clients include Birmingham City Council, Nicola Adams (GB Olympic Gold Medallist), Afren Plc, Ejike Ugboaja (former NBA player, now philanthropist), Abuja Property Development Company.

<https://designbydigo.com>

EDUCATION & QUALIFICATIONS

MSc. Human-Centred Systems, City, University of London — 2015

BSc. (Hons) Web Development, Middlesex University/SAE Institute, London — 2012

Master Certified Internet Webmaster (MCIW) Designer, One-Tech IT Training & Consultancy, London — 2010

BSc. Business Computing & Information Technology, Aston University, Birmingham — 2008

BRITISH CITIZEN

REFERENCES AVAILABLE ON REQUEST