

Aisha Aliyu MSc, BSc

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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 excellent communication and visual design skills. Underpinned by 9 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

Product Design, User Journeys, Site Maps, Wireframes, User Research, Workshops, Lo and High Fidelity Wireframes, Usability Testing, Heuristic Evaluations, Personas, User Stories, Competitive Analysis (marketing and UX), Interaction Design, Information Architecture, Mobile User Experience, Responsive Web Design, Mobile + UI Design, Graphic + Print Design, Prototyping, Axure, Sketch, InVision, Google Analytics, Adobe Photoshop, Adobe Illustrator, Adobe Experience Design, HTML/CSS/JavaScript, Wordpress and PHP

EXPERIENCE

UX DESIGNER, ClearBank Ltd, LONDON — JUL 2018 - PRESENT

The UK's first new clearing bank in more than 250 years. It plans to create a new level of open competition and transparency within the UK financial services marketplace.

- Designing internal products for teams spanning across Operations, Finance, Business Development and Risk
- Design and ownership of external/customer facing products including the new customer self-service portal, the bank's open banking websites and CRM
- Collaborating with business analysts, developers, and other stakeholders to scope and help define requirements
- Responsible for user research, information architecture, interaction design, prototyping and user testing across our products
- Collaborating with other UX designer to run workshops for discovery and problem definition, scoping and prioritisation
- Ad-hoc design tasks including design for print and other offline mediums
- Recommendations to workflow, design tools and hiring
- Built the company's first design system in Sketch, which I converted into Axure library components to aid with rapid prototyping
- Championing UX by running lunch and learns on various topics in product design and UX
- Winner of the bank's innovation day with an on boarding & HR chatbot which is in production

<https://clear.bank>

UX DESIGNER, THE AS&K GROUP, LONDON — FEB 2016 - JUN 2018

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 both agile and waterfall environments, including quality assurance and sanity checking
- UX Lead that has completed several successful 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 was rolled out across other Bayer brands China, Japan, Portugal, France, and Germany. 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; creating lo and high fi wire framing and interactive prototypes; undertaking user research, usability reviews, user testing (remote and in-situ) and design (UI) reviews.
- Identified opportunities by working closely across teams and senior management for business development. Also provided 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

<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. Including company branding, their 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
- 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 leading to 300% rise in sales.
- 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. Slashing procurement costs by up to 50%.

<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 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