Tunmise Olubusi

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TOOLS

Design Tools
Figma, Adobe XD, and Sketch

Project Management
Notion, Trello, Asana and Jira

Digital Marketing
HubSpot, Mailchimp, SEMrush, and Hotjar

Graphics Design
Photoshop and Canva

User Research and Usability Testing
Optimal Workshop, Zoom, Google form and Survey Monkey

Web Development
Wix, Framer, Squarespace, and WordPress

Video Editing
Adobe Premiere Pro, Capcut, and Davinci resolve

Microsoft Office Suite

PROFESSIONAL EXPERIENCE

Digital Marketer and Content Strategist   05/2023 – 12/2023
Meteor Print and Design   Vancouver, Canada
- Implemented cold emailing strategy that generated 150+ leads, acquired 30 new customers in 6 months.
- Increased online engagement by 40% through content creation on Twitter, Facebook, Instagram and Discord.
- Enhanced newsletter design and distribution that achieved a 25% rise in open rates and a 15% increase in click-through rates.
- Optimized WordPress site using SEO which drove 35% organic traffic growth.
- Executed targeted paid digital campaigns that boosted conversions by 50%, reduced cost per acquisition by 20%.

Junior UX/UI Designer and Graphics Designer   01/2021 – 05/2023
Citizens' Gavel Foundation for Social Justice   Nigeria
- Designed 150+ engaging graphic and text pieces using Photoshop and storytelling scripting, such as graphics, infographics, comics, and flyers, resulting in a 65% boost in campaign engagement.
- Led 10+ events, workshops, and discussions over 2 years, educating 500+ community members on human rights issues.
- Promoted fundamental human rights messages through social media platforms and public talks to an audience of 10,000+, enhancing engagement by 25%.

UX writer and Brand Strategist   05/2022 – 05/2023
Sojiare   Birmingham, United Kingdom
- Improved database accuracy by 30% through data scraping and analysis using Excel.
- Designed user-friendly text for various digital product features and labelling in Figma.
- Collaborated on a branding strategy that resulted in 800+ downloads and onboardings for three new products.
- Contributed to a 25% reduction in pre- and post-launch app issues through usability testing and collaboration with developers.
- Increased user awareness of cybersecurity threats and platform features by 35%, leading to higher engagement.

UX Designer and Content Creator   09/2020 – 01/2021
Sportixe App   Nigeria
- Assisted developers in debugging and ensuring product usability through A/B testing, resulting in a 20% increase in user satisfaction.
- Partnered with influencers to enhance brand recognition and reach, increasing social media engagement by 55%.
- Curated captivating sports content for social media, boosting customer engagement by 45% and fostering a loyal community.
- Implemented actionable plans to cultivate and retain followers on Twitter, Facebook, and Instagram, resulting in a 40% increase in follower retention rates.

PROJECTS

UI/UX Designer, Xplorer Mobile App
Team Project
6 months
- Conducted user research with surveys and interviews using Optimal Workshop.
- Designed and prototyped user-friendly checkout screen flows in Figma and Invision.
- Collaborated with team members on FigJam and presented project documentation and user insights to stakeholders.

UI/UX Designer, Shift Management App
2 months
- Conducted user interviews and surveys on Zoom and Survey Monkey to inform design decisions.
- Designed an intuitive information architecture to improve the user's experience and journey.
- Created wireframes and prototypes in Figma and Miro for usability testing.
- Organized and documented usability testing to iterate on design and enhance user satisfaction.

EDUCATION

Diploma Certificate   05/2023 – 12/2025
Canadian College of Technology and Business   Vancouver, Canada
User Experience and Interface Design

Foundations of User Experience (UX) Design   12/2022 – 01/2023
Coursera Google

Bachelors of Art   08/2013 – 07/2019
Obafemi Awolowo University   Ile-Ife, Nigeria
English Language

CERTIFICATES

- Introduction to Generative AI
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- Foundations of User Experience (UX) Design 🔗

REFERENCES

Available on request