

JOEL ANTWI

Product Designer

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Portfolio: www.JoelVanAntwi.co.uk

Driving License & Car

Location: Manchester

PERSONAL STATEMENT

Product Designer with 4+ years of experience in the tech industry based in Manchester. Proven ability to design and deliver user-centered products that meet and exceed business goals. Expertise in UX/UI design, user research, wireframing and rapid prototyping. Strong analytical and problem-solving skills.

CORE SKILLS/TOOLS

- Creating wireframes and High-fidelity Prototypes
- Working on enterprise level SAAS Application
- User Research/User Testing
- Writing Feature Specification/Personas/User Stories/Competitor analysis.
- Scrum /Agile Development
- Expert at using Figma.
- Proficient in using Adobe Suite (Adobe Illustrator, After Effects)
- Good understanding of HTML/CSS/React Js/Tailwind CSS
- API research and feasibility studies
- Jira/Google Analytics/Tag Manager/ Monday.com

EXPERIENCE

SEPTEMBER 2023 – TO DATE

LEAD UI/UX DESIGNER, FLY, REMOTE

- Lead UI Designer for Fly's mobile app, overseeing the complete design and redesign of the app interface.
- Utilize Figma to create, prototype, and implement user-centered design solutions.
- Led the revamp of the mobile app, focusing on improving user experience and visual appeal.
- Collaborated closely with developers and stakeholders to ensure seamless functionality and user satisfaction.
- Perform this role on a contract basis, providing design expertise tailored to the app's evolving needs.

SEPTEMBER 2021 – OCTOBER 2023

UI/UX DESIGNER, COORDINATE SPORT, REMOTE/SHEFFIELD

- Reviewing current/old features (UI/UX) of the web app that need revamping or need removing.
- Project managing large projects with the assistant of my colleagues. To ensure UI/UX consistency with the current web app and making sure that any new feature, doesn't break current functionality and features.
- Collaborating with my team to organise and creating weekly Internal Product workshops.
- Rapid Wireframing and Prototyping new and potential features Using Figma

- Designing a new feature named 'Automations' allowing customers to automate actions/processes within the Web app.
- Redesigning the entire SaaS Dashboard which upped the engagement and satisfaction of current user base.
- Brainstorming/feature specification writing as well as Reading & Researching API documentation.
- Maintaining the company's design system by utilizing Figma's built-in library feature. This feature allows designers to create and share reusable assets, such as colors, fonts, icons, and components, across multiple designs.

MARCH 2019 – TILL DATE

UI/UX DESIGNER, MORECRIBS, REMOTE

- Design, Implement and build new website features and maintain current website.
- Setting a vision for how technology will be used in the company.
- Designing new company graphics including (Logos/Marketing/Seasonal promotions)
- Video Editing promotional videos.
- Assisting The CEO in building projects/ventures outside the company.
- Managing technology budgets and time frames.
- Making executive decisions on behalf of the company's technological requirements.
- Use feedback to inform necessary improvements and adjustments to technology as well as security.

2018 – 2021

CONTRACT UI/UX DESIGNER, FREELANCE, REMOTE

- Prototyping and building Websites for various clients including WordPress/ Wix/ Shopify/ Bespoke websites (React)
- Creating Logos for small/medium businesses
- Technical consultation which involved:
 - Advice on how to proceed with business marketing.
 - Website/App consultation and the maintenance costs involved.
 - Social media Branding/marketing Strategies

2018 – 2018

UI/UX DESIGNER, LANCASTER UNIVERSITY, LANCASTER

- Constructing a prototype user interface for the distributed heating system at the Lancaster university
- Worked collaboratively with other designers, project managers and heating specialists to create end product.
- Agile Development
- Using python and java script to cohesively bring together to a comprehensive UI.
- Writing test cases, manually testing the software to debug any issues.

2017 – 2018

GRAPHIC DESIGNER, MY PSYCHOLOGY CLINIC, REMOTE/LONDON

- Responsible for designing posters for mental health awareness months/days
- Developed infographics.
- Researching more info about the topic to best suit the client's needs and vision.
- Designing conceptual illustrations

EDUCATION

2015 – 2018

COMPUTER SCIENCE BSC, LANCASTER UNIVERSITY

Grade 2:1