

Eloho Andrea Oru

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EDUCATION

MSc Business with Marketing, University of Warwick, Coventry - UK **10/2018 – 09/2019**

- Grade: **Merit**
- Key Modules: Global Branding, Quantitative Methods for Business, Strategy Analysis and Practice, Service Marketing and Strategic Marketing.

BSc Biomedicine, University of East Anglia, Norwich - UK **09/2015 – 07/2018**

- Grade: **Merit**
- Key Modules: Science Communication, Biology Research Skills, Skills for Biologists with Higher Maths, Physical and Analytical Methods in the Biomolecular Sciences, Investigation of Human Disease and Microbiology.

WORK EXPERIENCE

Digital Designer, Impactable Investment Group, London, UK **02/2024 – Current**

- Developed brand guidelines, then designed custom logos & icons, ensuring consistency and strong visual identity.
- Independently led the end-to-end re-design for desktop & mobile websites, increasing sign up conversions by 30%.
- Created User flow and Information Architecture used to develop innovative, responsive & assistive design concepts.
- Collected, analysed and implemented stakeholder feedback to iteratively refine design elements.
- Implemented website re-launch and perform ongoing maintenance, including updates, design changes, and HTML & CSS code embedding for functionality and relevance.

Contract Product and digital Designer, W Corporation, London, UK **02/2024 – 03/2024**

- Collaborated with stakeholders to design, develop user-centric & visually appealing interfaces for web & mobile sites focusing on enhancing user experience and achieving business objectives.
- Developed & designed a comprehensive brand guidelines to be used globally by ambassadors.
- Utilized graphic design expertise to craft logos and other digital assets using industry-standard design tools, communicated design concepts and implemented feedback.

Lead Product Designer, Knots About Pretzels, Lagos - Nigeria **07/2022 – 01/2024**

- Designed app projected to boost sales by 27% with data-driven ordering and inquiry features.
- Collaborated on high-fidelity prototypes meeting accessibility and usability standards, refined based on usability testing.
- Reduced product design time by 14% through agile workflow integration, maintaining high quality.

UX/UI Designer, Udemy Online School - Remote **11/2021 – 06/2022**

- Developed logo, storyboards, and journey maps to meet client project goals through extensive research.
- Created high-fidelity prototypes integrating accessibility and usability design principles to explore design options.
- Iterated on prototypes based on usability study feedback from wireframes, ensuring optimal user experience.
- Designed responsive user experiences with a mobile-first approach while ensuring consistent web interaction patterns.

Head Operations, Business & Marketing Strategy, Knots About Pretzels, Lagos - Nigeria **07/2020 – 06/2022**

- Spearheaded marketing strategy resulting in 6000+ sales and 180% ROI.
- Led media campaign boosting social media following by 407% and sales by 325%, averaging 36 ROAS over 11 months.
- Identified growth opportunities, securing 5 B2B contracts and overseeing setup of first brick-and-mortar store.

Marketing Communications Ambassador, Warwick Business School, Coventry - UK **11/2018 – 09/2019**

- Collaborated with ambassadors to devise and implement digital marketing strategies, involving copywriting and social media engagement.

COURSES AND CERTIFICATIONS

Figma UI UX Design Essentials, Udemy - Remote **04/2022 – 06/2022**

User Experience Design Essentials - Adobe UI/UX Design, Udemy - Remote **11/2021 – 03/2022**

SKILLS

IT: Figma, Adobe XD, Canva, HubSpot Kajabi, Wix, Notion, Visme, Procreate, Final Cut Pro, Microsoft Office,

Languages: English - Fluent, French - Basic

HOBBIES AND INTERESTS

Formula 1, Pottery making, Painting, Watching documentaries and docudramas and Recreational water sports.