

ELOHO ANDREA ORU

Elohooru1@gmail.com • + 447752485808 • www.elohooru.com

PERSONAL PROFILE

An innovative designer, knowledgeable in user research and design gained through creating fun, interactive, and efficient user experiences. A consumer-centric, problem solving designer who applies agile methods in design thinking to create sustainable and memorable designs to help brands tell their stories.

EDUCATION

UNIVERSITY OF WARWICK

2018 - 2019

MSc Business with Marketing
(Merit)

UNIVERSITY OF EAST ANGLIA

2015-2018

BSc Biomedicine
(Merit)

PERTINENT COURSES

- User Experience Design Essentials – Adobe XD UI UX Design
- Figma UI UX Design Essentials

SKILLSET

DESIGN TOOLS

- Adobe Suite (XD, AI), Figma
- Canva, Visme, Procreate, Final Cut Pro
- Microsoft Office

UX SKILLS & METHODS

- Wireframing & Prototyping
- User Testing & Research
- Mobile & Desktop design
- Video Editing, Graphic Design, Story Boarding, Information Architecture
- Digital and traditional marketing

LANGUAGES

- English - Fluent
- French - Intermediate

WORK EXPERIENCE

KNOTS ABOUT PRETZELS | HEAD MARKETING STRATEGY & PROUCT DESIGN

Lagos, NG | Jul 2022- Present

- Designed a food delivery system to drive up sales by 27% by creating a consumer-centric user journey, using results from market research.
- Created high-fidelity prototypes which satisfied accessibility and usability design thinking, then modified those prototypes to ensure our final product incorporated the results from usability testing.
- Slashed product design time by 14% by incorporating agile methods into our workflow, whilst ensuring the quality of the product delivered remained satisfactory.

UDEMY ONLINE SCHOOL | UI/UX DESIGNER

Remote | Nov 2021- Jun 2022

- Designed a logo, storyboards, and journey maps to fulfill client project objectives which were identified using various research methodologies.
- Focused on exploring design options whilst creating high-fidelity prototypes, which integrated accessibility and usability design thinking.
- Iterated changes on prototypes based on results collated from the wireframe and prototype usability studies, which I facilitated.
- Crafted responsive user experiences with a mobile-first mentality while still establishing consistent web/desktop interaction patterns.

KNOTS ABOUT PRETZELS | HEAD OPERATIONS, BUSINESS & MARKETING STRATEGY

Lagos, NG | Jul 2020- Jun 2022

- Initiated the design of the marketing launch strategy which resulted in 6000+ Sales and achieved an ROI of 180%
- Led the launch of a media campaign that increased social media following by 407.2%, and sales by 325%, with an average of 36.5x ROAS over 11 months.
- Initiated the search for growth opportunities which led to 5 successful B2B contracts and the building of the first brick-and-mortar store, for which I solely negotiated the contract and directed the full set-up of operations.

REEVA CREATIVE CONUSULTING | LEAD BRAND, MARKETING & MEDIA STRATEGIST

Lagos, NG | Jan 2021- May 2021

- Produced comprehensive branding, re-branding, and media strategies with a projected ROI's of up to 475%, using analysed data from the conducted market research.
- Created a competitive media campaign and launch strategy for a client's brick-and-mortar store which was projected to bring in 2000+ customers in the first month.

WARWICK BUSINESS SCHOOL | MARKETING COMMUNICATIONS AMBASSADOR

Coventry, UK | Nov 2018 - Sep 2019

- Partnered with other ambassadors to develop and execute the student outreach digital marketing strategies which included copywriting and creating social media engagement.