



# Moses Arfo

**UX/UI - Product  
Designer / 8 Years**

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MosesArfo

## SKILLS

**Design:** Illustration & UI graphics ■  
Strategy & vision presentations ■ User  
flows ■ Concept Sketches ■ Wireframes  
& mock ups with Figma

**Prototyping:** Rapid prototyping using  
Figma ■ Interactive flow with HTML/CSS/  
JS

**Research:** Data analysis ■ Task analysis  
& persona hypothesis ■ Cognitive  
walkthrough ■ A/B Testing & experiment

**Collaboration:** Organizing workshops ■  
Facilitating design critique ■ Detail  
oriented ■ Flexible ■ Communicative

## INDUSTRY KNOWLEDGE

Product Design  
User Interface  
User Experience  
Interaction Design  
Wireframing  
Rapid Prototyping  
Design Research

## TOOLS & TECHNOLOGIES

Figma, Sketch, Protopie, Framer, Invision,  
Abstract, Zeplin, Photoshop, Aftereffects

## AWARDS

Featured on awwwards (Honorable  
mention) for best website 2020 /  
calgee.com & goldlingdrinks.com

I'm a UX/UI Designer who focuses on crafting user experiences and design systems for software, web and mobile products. I'm passionate about applying consumer psychology for an interaction science-backed approach.

I create digital experiences and turn user feedback into usable products. As a Designer who likes iterating a lot, I think I just want things to be perfect in this imperfect world.

## WORK EXPERIENCE

2022 - present  
CVSpan | Abuja, Nigeria

### Design Manager

- ✓ Mentor and provide guidance to junior designers, fostering a culture of design excellence and growth.
- ✓ Analyse research findings to inform design directions.
- ✓ Develop cohesive design plans, concepts and prototypes in collaboration with stakeholders.

2021 - 2023  
VerifyMe | Nigeria

### Lead UI/UX DESIGNER

- ✓ Gather and evaluate user requirements in collaboration with product managers and engineers
- ✓ Led workshops and other collaborative sessions to move the design process forward
- ✓ Develop UI mockups and prototypes that clearly illustrate how sites function and look like

2021 - 2022  
Gladefinance (Techstars '22) | Southsea, England

### Snr PRODUCT DESIGNER

- ✓ Research, identify and articulate customer needs
- ✓ Conduct research and analyze user and business needs to create effective interfaces
- ✓ Oversee a team of four software developers and lead weekly discussions to brainstorm ideas in software development and to track changes made in existing programs.

2019 - 2021  
Old Mutual | Sandton, South Africa

### Snr UI/UX DESIGNER

- ✓ Lead the end-to-end design process, from conducting user research and ideation to creating wireframes, prototypes, and final UI designs.
- ✓ Plan and conduct research with target users and stakeholders from across the business
- ✓ Create wireframes, layouts, and designs that meet user requirements and business goals

## EDUCATION

ADVANCED DIPLOMA IN SOFTWARE ENGINEERING  
**National Institute of Information Technology (NIIT)**  
Nigeria / 2011

B.Sc (Hons) INFORMATION TECHNOLOGY / BUSINESS INFORMATION SYSTEM (FIRST CLASS)  
**MIDDLESEX UNIVERSITY**  
UK / 2014

MSc BUSINESS INFORMATION SYSTEMS MANAGEMENT (BISM)  
**MIDDLESEX UNIVERSITY (Mauritius Branch Campus)**  
Mauritius / 2016

