

Nenpan Wungak Gowon

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As a user experience designer with a master's degree in psychological research methods, I have a unique skill set that combines expertise in human behaviour and research methods with a passion for designing effective and engaging user experiences. With my strong foundation in research methodologies, I can design and execute user research studies that provide valuable insights for UX design decisions. My understanding of human cognition, perception, and motivation allows me to create user experiences that are intuitive and engaging, while my proficiency in UX design tools enables me to bring these concepts to life. I am a skilled communicator and collaborator, able to work effectively with various stakeholders to create solutions that meet user needs and business objectives.

Skills

- Big picture thinking
- User research
- Communication skills
- Team leadership
- User journey mapping
- Collaboration
- Presentation
- Prototyping
- Critical thinking
- Data analysis
- User empathy
- Copy writing
- Ethical awareness
- Problem solving
- Analytical thinking

Experience

UI/UX Designer | March 2021 – November 2022

Royal Bot Technologies, Port Harcourt

- Reviewed conducted user research and competitive analysis of client's project.
- Extracted ideas for designing user interfaces from data and qualitative feedback.
- Determined information architecture and created sitemaps.
- Created UI prototypes for developers to understand the mobile app and website user flows.
- Implemented designs derived from client's product objectives and goals.
- Conducted usability test during design of screens.

Business Analyst | March 2019 – August 2020

ECSCORP Resources, Lagos

- Presented a website development revamp to a potential client with the sales team which secured the project.
- Adopted agile values such as timely response to changes in the project plan and customer collaboration during the client's website development project. This led to high client's satisfaction and business references for the organization.
- Worked independently and as part of a team to prioritize product features based on customer needs, resulting in a 30% increase in user satisfaction.
- Evaluated websites of companies online and delivered reports of companies that needed revamp.
- Helped in drafting of proposals to potential clients that needed revamp and got a 60% rate of call back for demos and pitch.
- Documented Software Requirement Specification (SRS) for the organization's digital products.
- Carried out extensive research of users' type and market readiness for organization's digital product.
- Managed negotiations with potential partners for the organization's products that needed APIs.
- Created sketches and wireframes for designers in the development of interfaces for clients' websites and organization's software products.
- Handled copywriting and content strategy of client's website development and demos for potential clients.
- Directed projects through follow-up of progress and providing resources for changes and improvement via Slack

Sales Executive | July 2017 – October 2017

SEIS1811, Lagos

- Adjusted sales procedures by tracking customers' behaviours, market trends and discovered other underlying needs of potential customers; this helped the organization increase its market share by developing new products.
- Proposed the development of organization's services and products brochure to help ease the marketing of the sales team.
- Provided value and quality to customers with prompt resolution of complaints and as a result, successfully retained clients and obtained referrals to increase client base.

Education

MSc. Psychological Research Methods | October 2022

University of Lincoln, United Kingdom.

Skills: Research, report writing, critical thinking, data analysis, communication, presentation, statistical modeling, machine learning and r programming

B.Sc. Statistics | June 2015

University of Jos, Plateau

Skills: Research, critical thinking, data analysis, problem solving, presentation, statistical modeling, communication skills and probability theory.

WASSCE | June 2009

Palmville College, Lagos

Training and Certifications

Internship Experience UK | Bright Network (June 2022)

Networking, critical thinking, presentation and analytical thinking

Introduction to User Interface Design | Genaza School of Design (October 2021)

Interaction design, Prototyping, typography and user interface design.

Business Analysis Training | Piston & Fusion (June 2020)

Understanding UML models and diagrams to analyze requirements, develop user stories and use cases, perform external and internal analysis to understand the pressure and root cause of a problem etc.

Introduction to Data & Data Science | 365 Data Science (April 2020)

Introduction to machine learning, understanding types of data, analysis of data etc.

Data Analytics and Business Intelligence essentials | RESA Academy, Resagratia (April 2020)

Working with Power BI, design of dashboard, data cleaning, web scraping, analysis etc.

Software Product Management | Coursera Online Certification (December 2019)

Software processes and agile practices, introduction to software product management, client needs and software requirements.

Design thinking for business strategy and entrepreneurship | Coursera (September 2019)

Creating of BMC, user stories, problem statements, personas etc.

Entry Level Analyst Program | Global Analyst Academy (GAA) (February 2019)

Data analysis, PowerPoint presentation, collection of data and importing them into Excel spreadsheet etc.

Referee: Available on request