EMELDA JONAS

SENIOR UI/UX DESIGNER

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SUMMARY

UI/UX Designer & Specialist focused on building user-centered products that solve real problems. Experienced in research, wireframing, prototyping, and design systems, with a strong ability to translate business goals into seamless digital experiences.

PROFESSIONAL SKILLS

User-Centered Design & Problem Solving
Attention to Detail & Visual Consistency
Project Coordination & Time Management
User Research & Usability Testing

TECHNICAL SKILLS

UI/UX Design & Prototyping Responsive Design
Responsive Web & Mobile Design
Design Systems & Style Guides
Wireframing & User Flows

PROFESSIONAL EXPERIENCE

UI/UX Designer| Contract Roles   Oct 2025 - Present

- Designed logos, brand guidelines, and digital interfaces for 20+ startups and small businesses.
- Developed wireframes and prototypes that improved workflow efficiency by 30% for clients.
- Conducted user testing that identified 10+ critical UX improvements for websites and apps.
- Designed and developed a personal portfolio website to showcase UI/UX and brand design work.

Freelance UI/UX Designer, Private Client (Confidential)   June 2025 - Oct 2025

- Led end-to-end UI/UX design for a confidential digital product, delivering 150+ screens across core user flows and features.
- Conducted extensive user research to understand user needs, pain points, and behaviors, informing design decisions.
- Designed structured user flows and escrow process screens, ensuring clarity, trust, and seamless transaction experiences.
- Created high-fidelity wireframes and interactive prototypes to validate ideas and improve usability before development.
- Collaborated closely with stakeholders to align product vision, business goals, and user experience.

UI/UX Specialist, Korner Cosmetics, Nigeria   Sept 2024 - Feb 2025

- Contributed to UI/UX initiatives by conducting user research and usability reviews to identify experience gaps across digital platforms.
- Collaborated with designers, developers, and stakeholders to improve user flows and interface usability.
- Partnered in wireframe reviews and UX documentation to ensure alignment with user needs and business goals.
- Provided UX feedback and recommendations that improved clarity, navigation, and overall user experience.
- Participated in cross-functional discussions to align product decisions with user insights.

UI/UX Designer, Webcentric Designs   Nov 2022 - Jun 2024

- Led UI/UX projects for web and mobile platforms, designing 50+ screens and user flows for multiple client projects.
- Improved usability scores by 25% through iterative wireframes, prototypes, and usability testing.
- Reduced design handoff errors by 30% by creating and maintaining a comprehensive design system.
- Collaborated with cross-functional teams to deliver projects on average 2 weeks ahead of schedule.

UI/UX Designer, Coralcube Technology   Feb 2021 - Nov 2022

- Participated in designing 50+ screens for web and mobile applications, contributing to seamless user flows and interactive prototypes.
- Supported user research and usability testing, identifying 1+ UX pain points and helping improve user satisfaction by 40%.
- Developed wireframes and contributed to the company's design system, reducing design inconsistencies by 25%.
- Collaborated with senior designers, developers, and stakeholders to ensure design solutions met business objectives.

EDUCATION
                                                                        Dec 2016 - Oct 2021
B.Sc Economics
University of Abuja

ADDITIONAL INFORMATION

- **Languages:** English.
- **Design & Collaboration Tools:** Figma, Adobe XD, Miro, Web flow, Canva, Jira, Trello.
- **Front-End Literacy:** Working knowledge of HTML, CSS, and JavaScript to support efficient design-to-development handoff.
- **UX Expertise:** User research, wireframing, high-fidelity UI, prototyping, usability testing, scalable design systems, and responsive design.
- **Cross-Functional Leadership:** Proven ability to collaborate with developers, product managers, and stakeholders to drive alignment and delivery.
- **Portfolio: emeldajonas.com**