

Obiajuru Triumph Nwadiokwu

Product Designer

EXPERIENCE

Trulieve | UX Design Intern

May 2023 – July 2023

- Conducted a comprehensive assessment of Trulieve's website, identifying opportunities to enhance the user experience through intuitive design and navigation, resulting in a 20% increase in user engagement and a 15% decrease in bounce rates.
- Collaborated closely with development and marketing teams translating user-centered design concepts into actionable recommendations and contributing to a cohesive and engaging digital ecosystem.

Stanford University Innovation Fellowship | UX Design Intern

October 2022 - April 2023

- Completed a rigorous design innovation fellowship at Stanford University from October 2022 to present, learning and applying design thinking methodologies to solve complex user problems.
- Conducted usability testing with users, incorporating feedback into designs and iterating until solutions were user-friendly and effective.

NVIDIA | Project Planning & Strategy Intern

May 2022- August 2022

- Conducted research on various recruitment and retention strategies for small HBCUs, resulting in the development of a comprehensive recruitment plan.
- Analyzed recruitment metrics and provided recommendations for improving recruitment strategies and increasing diversity among new intern hires from HBCUs.

Google | UX Design Bootcamp Fellow

November 2022 - Present

- Completed a comprehensive 7-course UX design program with Google, gaining a strong foundation in UX design principles, prototyping techniques, and usability testing methodologies.
- Created wireframes, low-fidelity and high-fidelity prototypes using tools such as Sketch and Figma to develop user-friendly and visually appealing interfaces.

Molson Coors Pitch Competition | Lead UX designer

December 2022

- Designed and implemented a user-friendly QR code scanning feature in the mobile app for quick access to the drink information and promotions.
- Leveraged design thinking principles to ideate, prototype, and iterate on the application design, resulting in a highly functional and aesthetically pleasing product.

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EDUCATION

Edward Waters University

Bachelor of Business Administration,
Computer Information Systems.

GPA: 4.0/4.0

Expected Graduation: May 2025

UX SKILLS / TOOLS

Skills

User Research
Product Thinking
Wireframing
Prototyping
Visual design
Information Architecture
UX Writing

Tools

Figma
Canva
Miro
Adobe XD
Invision
Origami

PROGRAMMING

HTML/CSS

EXTRACURRICULARS/ AWARDS

- Stanford University UIF Fellow
- Yale University PATHS Fellow
- Adobe HBCU Fellow
- Propel Impact Awardee
- President's list x 2
- 1st Place TMCF X Molson Coors Innovate the Future Challenge
- 3rd place Philip Payton Real Estate Competition
- North Broward Links Scholarship recipient
- 2nd Place TMCF X Pitch Competition
- Black Men in Tech Fellow
- The Links Incorporated Scholarship Recipient X 2.