

Olamide Kadiri

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SUMMARY

UI/UX designer, digital marketing assistant and website developer with 6 years of experience in web development, digital design, market research, and usability engineering. Proven ability to research, analyze, and develop user-friendly interfaces to meet the needs of clients. Skilled in creating engaging and interactive websites for private individual companies and organizations.

EXPERIENCE

Freelance UI/UX Designer and Website Developer

Freelancer.com | Private Individual Companies via Referrals

July 2018 - Present, Remote

Since 2018, I have established myself as a versatile freelance UI/UX designer and WordPress developer. My work has revolved around collaborating with individual clients and freelancing platforms like Freelancer.com, where I have consistently maintained an impressive overall rating of 4.9/5 stars. Here's an overview of my key contributions and achievements:

- **UI/UX Design:** I have specialized in crafting intuitive and visually engaging user interfaces and experiences. My design work has not only met but exceeded client expectations, enhancing the usability and aesthetics of various digital products.
- **WordPress Development:** With a strong command of WordPress, I have developed and customized websites to meet diverse client needs. I have created Custom responsive and functional websites using Elementor most times, ensuring compatibility across different devices and browsers.
- **Client Collaboration:** I have effectively communicated with clients to understand their specific project requirements, branding, and objectives. My ability to incorporate their feedback and visions has led to the successful delivery of tailored design and development solutions.
- **Online Reputation:** My consistently high 4.9/5 stars rating on Freelancer.com is a testament to the satisfaction of my clients and the quality of work I provide.
- **Problem Solving:** I've demonstrated a knack for solving complex design and development challenges, ensuring that the end products are not only aesthetically pleasing but also highly functional.
- **Continuous Learning:** I've remained proactive in staying updated with the latest design and development trends, ensuring that my work is contemporary and aligned with industry best practices.
- **My freelance journey** has been marked by a commitment to delivering excellence, a proven ability to adapt to various client needs, and a reputation for exceeding expectations. I take pride in my track record of helping clients achieve their digital goals and look forward to continuing to provide top-notch services in the future. You can check out my portfolio on my website.

Marketing & Sales Consultant

IL Bagno

March 2022 - February 2023, Lagos, Nigeria

- As a Marketing and Sales Consultant at IL Bagno, I played a pivotal role in driving the marketing and sales efforts for luxury kitchen and bathroom wares. My responsibilities included:
- Client Relationship Management: Cultivated and maintained strong relationships with clients, providing personalized product recommendations and ensuring exceptional customer service.
- Product Knowledge: Developed in-depth expertise in luxury kitchen and bathroom wares, staying updated on the latest trends, features, and benefits to effectively advise clients.
- Marketing Strategy: Contributed to the development and execution of marketing strategies to promote the brand, products, and services, including online and offline initiatives.
- Lead Generation: Generated and qualified leads through various channels, including social media, trade shows, and referrals, to expand the customer base.
- Sales Presentations: Conducted engaging product presentations and demonstrations to potential clients, highlighting the unique selling points and benefits of our luxury wares.
- Customized Solutions: Collaborated closely with clients to identify their specific needs and preferences, tailoring product recommendations and design solutions to meet their requirements.
- Market Research: Conducted market research and competitor analysis to identify market trends, pricing strategies, and opportunities for IL Bagno.
- Sales Reporting: Prepared and presented sales reports and forecasts to the management team, providing insights and recommendations for sales and marketing strategies.
- Team Collaboration: Collaborated with cross-functional teams, including designers and installation teams, to ensure a seamless and successful customer experience from purchase to installation.
- My role at IL Bagno significantly contributed to the company's success in the luxury kitchen and bathroom wares industry, resulting in increased sales, customer satisfaction, and brand recognition.

Website Designer | Digital Marketing Assistant **Realestateko**

May 2019 - November 2021, Lagos, NG

As a Website Designer at Realestateko, I played a crucial role in enhancing the online presence and user experience for our real estate digital marketing clients. I also partook in email marketing, SMM and SEO and marketing strategy A/B testing. My responsibilities included:

- UI/UX Design: Collaborated with clients to understand their branding and marketing objectives, translating these into intuitive and visually appealing user interfaces.
- Website Development: Created responsive and functional websites from scratch, ensuring compatibility across various devices and browsers.
- Customization: Tailored websites to suit each client's custom needs, incorporating features such as property listings, lead generation forms, and interactive maps.

- **Graphic Design:** Designed compelling graphics, images, and icons to complement website content and enhance its visual appeal.
- **SEO Optimization:** Implemented SEO best practices, optimizing website content and structure to improve search engine rankings and drive organic traffic.
- **Content Management:** Managed and updated website content, ensuring that property listings and other information remained accurate and current.
- **Client Collaboration:** Maintained open communication with clients throughout the design and development process, incorporating their feedback and revisions to achieve their desired results.
- **Quality Assurance:** Conducted thorough testing to identify and resolve any issues related to functionality, performance, and compatibility.
- **Project Management:** Effectively managed multiple projects simultaneously, meeting deadlines and delivering high-quality websites within budget constraints.
- My work at Realestateko helped our clients showcase their properties and services effectively, resulting in increased lead generation and improved user engagement on their websites.

EDUCATION

Bachelor of Engineering in Mechanical Engineering
The Federal University of Technology, Akure • Akure, Nigeria

SKILLS

- Ideation
- Project Research
- Prototyping
- Effective Communication
- Concept Development
- Adobe XD
- Photoshop
- Figma
- WordPress / Elementor
- Html & CSS

Adobe Illustrator

After Effect

Premiere Pro

Microsoft Office

Google Analytics

Klaviyo