

Somto Anyakora

I am an out-of-the-box designer with an eye for design, attention to detail, a growth mindset, and a dedication to designing and building quality performance products.

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EXPERIENCE

Smartbox Group, Dublin – Digital Designer CRO

OCTOBER 2021 - PRESENT

- Design engaging and brand-consistent digital assets for online CRO campaigns
- Collaborate on concept and development of efficient and intuitive optimization strategies
- Design and implement eCommerce optimization concepts based on Trading and Merchandising insights
- Conduct research and analysis to evaluate trends, brand awareness, and benchmark against competition
- Implement online CRO campaigns and A/B tests (VWO, Fresh Relevance, Fanplayr)
- Monitor campaigns progress using various metrics and report of performance
- Track and measure eCommerce campaigns efficiency
- Collaborate with other teams such as UX and Trading on online optimization projects

Relatecare, Dublin – Patient Scheduling Representative

JANUARY 2021 - NOVEMBER 2021

- Speaking with patients on a daily basis, trying to assess their needs by demonstrating strong customer service skills in all interactions with patients, families, and physicians
- Perform non-clinical screening to ensure the patient is seen by the right physician at the right time
- Review scheduled appointment information with patients and families, and provide appointment itineraries
- Review assigned work queues and address any pending scheduling needs
Ensure all required information for pre-registering patients is captured and entered accurately
- Investigate, resolve and document customer requests in a timely and efficient manner, and contact corresponding stakeholders as needed



SKILLS

Graphics Design
Web Authoring
UI/UX
Video Editing
Content Creation
Photography/ Videography
Visual Communication
Rapid Prototyping
Wireframes
Mockups
Strategy & Vision Presentations
Video Production
Interaction Design

PROTOTYPING

HTML
CSS
Javascript
Bootstrap

Plugvix, Remote — Digital Designer

JANUARY 2020 - PRESENT

- Front-end Development, Interaction Design, Rapid Prototyping, Wireframes, A/B Testing, Cognitive Walkthrough, Surveys, Task Analysis & Persona Hypothesis, Quantitative and Qualitative Analysis Interview and Usability Testing.
- I worked with a team of developers on projects for government organizations and businesses.
- I also worked on branding and visual identities for various brands and projects.
- I worked on projects like atfinvestment.com, coinmadepassiveincome.com, kuvuki.ng, nfctadms.org, agricoow.com, goetrax.com, othotrades.com

Desevens Digital, London — UI/Ux Designer

DECEMBER 2018 - NOVEMBER 2019

- Desevens is a Creative digital agency Located in London. As a UI/UX designer, I got to use my various design skills to create interfaces for cutting-edge products that solve various problems in different industries.
- I collaborated with the development team & managed a wide variety of projects and products involving branding, illustrations & UI design for startups & Learning management systems, law firms such as immigrationlawyerslondon.com, fairmontlawyers.com.
- I also worked on the design and development of vital company internal tools for these companies
- My responsibilities included heuristic analysis, wireframes, sitemaps, mock-ups, user flows, concept sketches, visual design, surveys, task analysis, Persona hypothesis, interview, usability testing.

Desevens Digital, London— Project Manager / Client Services Director

- Still, at Desevens I Have other sub roles, Since the development process starts with me as the client service director I get to communicate with various clients to know their exact requirements, after this as a project manager I break the requirements into tasks and phases for the team.

Novateur, Abuja — Website Manager

DECEMBER 2017 - OCTOBER 2018

Novateur is an IT and consulting company that has other sub-brands Like Printanything Nigeria. I was at Novateur, during this short period I was able to gain a lot of experience working across brands and occupying a number of roles.

- Because of my knowledge of WordPress, I was given the website manager

RESEARCH

A/B Testing
Cognitive Walkthrough
Surveys
Task Analysis & Persona Hypothesis
Quantitative and Qualitative Analysis
Interview
Usability Testing

TRAITS

Excellent communication skills
Creative
Collaboration with a team

LANGUAGES

English-Native

PORTFOLIO

www.anyakora.com

role where I managed the companies websites, which required constant updates of content and frequent optimizations for speed and Search engines. Worked on *Printanything.ng*, *Novateur.ng*

- I got to improve and have leadership skills to be able to coordinate the team. I also developed brilliant websites. I was also the designer on the team who created wireframes and mockups, conducted research. worked on projects like *abiainvenst.com*, *signagekings.ng*, *brandonflash.com*

Printanything, Abuja – Graphics Designer

- As a member of the design team, I was able to work on various designs for both screen and print, I worked with various design software like Photoshop, Adobe Illustrator, and Corel Draw.

HIIT Plc, Abuja – IT Helpdesk Support/ Instructor

JANUARY 2016 - DECEMBER 2016

HIIT is a training institute in Abuja. I worked as an IT instructor during my SIWES training. I taught a wide range of courses from Diploma in IT to CompTIA A+ and CompTIA N+

EDUCATION

Griffith College, Dublin – MSc. Interactive Digital Media *(First Class Honors)*

SEPTEMBER 2019 - SEPTEMBER 2020

Project: Design And Implementation Of Website “Urban Travel Ireland”

Redeemer's University, Ede – Bsc. Computer Science

SEPTEMBER 2013 - MAY 2017

Project: E-commerce –Using CRM As Case Study

