

Efosa Omorogbe

UX Executive - National Rail (Rail Delivery Group)

London

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A full-stack developer and UX designer committed to making the world a happier place.

Work Experience

UX Executive

National Rail

August 2017 to Present

Working together with website owners, researchers and product managers to understand user needs and behaviours for NRE's websites, I've defined over 30 UX improvements that have brought in an extra £12m+ in revenue to NRE optimising for better user experience.

My UX work ranges from small text changes in menu navigation, to complete experience changes with redesigns you can explore in the My Interrail project. Overall, by being the product owner of A/B testing & MVT programmes to deliver on UX improvements, I've been able to provide substantial value to NRE users with my UX skills.

Along with that, I've also added more value to NRE using my time here to developing my skills and learn coding languages such as Javascript (Ionic & Angular), to server-side languages with Laravel PHP to help deliver on projects NRE would have had to pay external agencies for. Saving them money tenfold.

Full Stack Developer

Talent in, Talent out LTD - London

September 2015 to Present

TiTo is a passion project focused on improving the employment experience for students & recent graduates.

A lot of students finish their studies and are faced with the same problem, how do you get a job with no experience?

A catch 22 that lead me and a childhood friend to co-found TiTo. Originally starting as a freelance app for students to gain experience while studying, earning us over £3k worth of sales in our first 3 months, it grew into a platform to improve the employment experience for both students and recent grads.

We've connected with over 5,000 young people to understand how to make job searching better for them. Spoken at various universities and put on workshops to improve their employment chances.

It's a project that has challenged me as an individual and developed me into a multidisciplinary in a few short years expanding my UX Design & Full-Stack Development skills.

Built & designed TiTo mobile app using Angular, Typescript & Ionic Framework

- Created reusable themed components implementing SCSS
- Created classes that utilise models and interface (extending the complement inheritance methodology)
- Converting modules to lazy loading modules
- Refactoring code for human readable efficiency
- Delivering UX/UI features and improvements needed to achieve our business goals
- Performed UX testing with users to drive onboarding funnel completion and optimising for
- Troubleshooting & optimising code base for speed and size

Built & designed TiTo web application using Laravel PHP

- Setting up a server with PHP
- Using composer to generate controllers, models & migrations
- Planning & setting up relational databases with foreign keys and indexes with MySQL
- Creating RESTfull APIs
- Creating blade templates with components, layout extending, slots and template variables
- Troubleshooting & optimising code base

Freelance Designer

Myself - London

October 2011 to Present

Graphic / Web / UI & UX

Specialising in UX Design.

Previous work has involved working in an agile environment planning, wireframing and designing user experience journeys. Crafting Personas, designing UX goals and using user research and A/B testing to achieve goals.

Prototyping user experience journeys and experimenting with UX scenarios, again using real user experience data to aid this process.

Senior Digital Designer

Offercard - London

January 2017 to June 2017

Joined as a Digital Designer & Brand Designer to all operations of the business. Developed and maintained company website and branding material.

My work includes:

- SEO Image Optimisation for website
- Creating brand logos
- Developing marketing material such as brochures & flyers
- Designing pitch decks
- UX Design for new app and website
- Maintaining key client relationships

Freelance Designer

Ogilvy & Mather
October 2014 to December 2016

Digital Content / Graphic / SEO / Presentation

Joined as a freelance designer to all Ogilvy Group UK companies. Most of my time was spent developing pitch presentations that won the agency new clients, notably my work on the EY pitch deck was helpful in gaining them as a client.

My work involved:

SEO Image Optimisation for these brands:

Depend | Kimberley Clarke | British Gas | Expedia | AMEX | QANTAS | Social Media Week | Digital Shoreditch

Designing & Concepting Pitch Decks for:

TATA | EY | British Gas | Hogarth & Ogilvy | Transport For London

Creating Digital Interactivity:

IHG GIF's | British Gas Cinemagraphs | TouchCast interactivity for pitch decks

Junior Creative

Ogilvy & Mather - London

January 2015 to March 2015

Brand & Campaign Development

Joined the creative leadership team for brands BT, British Gas, Nescafe & PHE's Change4Life working alongside creative directors Emma de la Fosse and Charlie Wilson. Work involved copywriting emails and articles, storyboarding consumer interaction campaigns and art directing for social media.

Education

BA in Graphic Design

Essex University - Essex

October 2011 to June 2016

BSc in Computer Systems Engineering

Westminster University - London

October 2010 to June 2011

Skills

Sketch (4 years), Prototyping (4 years), Adobe Creative Suite (10+ years), Marvel App (4 years), UX (5 years), Javascript (4 years), Mysql (4 years), Typescript (4 years), Hybrid App Development (4 years), Angular (4 years), Angularjs (4 years), Javascript (4 years), PHP (4 years)

Links

<http://EfosaSO.com>

<http://MEDIUM.COM/ESO-DESIGNS>