Alex Erinle's CV
Product (UX) Designer

Product Designer (UX) with three years' experience working with start-ups and large organisations in agile environments from discovery to finished product by researching on problems, facilitating workshops to co-create solutions and designing intuitive product journeys that delight clients & users.

Need a UX Specialist in Your Organization?
Contact me for contract and perm roles:
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Number: 07423506633
LinkedIn: Linkedin.com/in/alexerinle
Portfolio: delzerinle.com

Work Experience

Protofast, London, UK. February 2017 – Present
Founder, Lead UX Consultant
-Working freelance with startups to deliver prototypes to clients quick. Now turning the process into an app for designing apps. The idea is to place an app in the Design Sprint 3.0, and make is possible for people to send off rough drawings and receive links to prototypes.

BT Digital Studio, London October 2018 – March 2019.
Fixed Contract UX Designer
-Working as one of two UX Designers in BT Digital's first ring-fence Agile team, tasked with optimising the BT Mobile, Sport, TV & Broadband sites to increase sales. Work included redesigning user journeys to increase conversation rates leading to an impressive Black Friday beating our target of 8096 sims by 1811 and ideating concepts for bundled Family SIM Plans, Champions League SEO Page and TV Bundles.

WorldKite App, London May 2018 – September 2018.
Contract UX Consultant
- Working as a hybrid UX Researcher, Designer, Product Owner and Digital Recruiter at Worldkite a start-up fixing travel documentation for tax and visa residency applications. Worked on user stories with the stakeholders and designed a user journey, then recruited a visual artist and product designer to create the prototype. Tested the prototype with users and used feedback to create a better prototype and handed over to developers for the next phase.

Scizzor App, London, UK. July 2017 – April 2018
Freelance Product Designer
-Role as a Product designer involved researching on the user journey, sketching mockups and wireframes, collaborating with a visual designer for high res mockups, testing this prototype for feedback and handing over to the dev. team for implementation. Designed the website & copy analyzing competitors to understand the words to pick to rank high and worked with a web designer to bring it to life. Led to a funnel of 540 leads, before launch.

Fresh Prints, New York, US. February 2017- June 2017
UX Design & Research Intern
-Tasked with redesigning the company's home page to fit its new brand image. Used Sketch app to create five high-resolution mock-ups and Interviewed Campus Managers to understand features needed for the home page.

Technical Product Design Skills

UX methods including
Interviewing, Workshop Facilitation, Personas, Paper prototypes, Wireframes, Journey maps, Surveys.

High Res Mockup & Prototype Software Skills including
Photoshop, UxPin, Axure RP, InVison, Illustrator, Flinto, Balsalmiq & Sketch

Education: Short Courses/ Certifications

University of Warwick. January 2017
MSc Innovation & Entrepreneurship
-Studied the art of Creating & Managing Innovative Companies**.**

University of Birmingham. December 2015
MSc Marketing Management
-Studied Consumer Psychology & Marketing Strategy.

Covenant University. July 2012
BSc Economics
-Studied various areas of Micro & Macro Economics

International Scrum Institute May, 2018
Scrum Product Owner Certification
Successfully Passed My Product Owner Certification, Demonstrating Knowledge of Agile Software Development.

Startup Institute NY Feb 2017- March 2017
Product Design Accelerator (8 weeks)
Selected for placement in this highly-competitive 8-week skills accelerator. Consulted on projects requiring HTML, CSS, JavaScript, responsive design, user research and testing.

University of Cambridge Summer 2015
Creative Writing Short Course
Studied Creative Writing for Copywriting and Brand Storytelling needed for web & app copy.

University of the Arts, London Summer 2010
Design Short Course
Studied The Process of Creating Appealing & Attractive Graphic Designs.

Other Technical Skills

Basic Front-end Coding Skills including
HTML + CSS + Javascript.

Intermediate echnical Digital Marketing Skills including **SEO, SEM, Customer segmentation, Google Analytics, AdWords, A/B testing, SQL, Social media.**

Alex Erinle's Cover Letter
Product (UX) Designer

Hello Sir/ Madam,

I'm Alex a Product Designer with a passion for digital innovation, looking for an interview in a bid to prove myself to be an asset to your company.

I've been able to design products for companies ranging from start-ups that require everything to be done remotely, to big companies like BT that require co-location for collaboration. I'm very passionate about UX design in Agile, and I worked on improving the process at BT and given several talks on. It's something I believe needs to be properly defined as UX needs to be democratised, every role that works in an agile environment needs to have some understanding of UX to make it work well.

I'm from a consumer psychology background with a degree in Economics, a pg dip in Business Administration, an MSc in Marketing and an MSc in Innovation & Entrepreneurship. My Product design journey, started in New York. Studying right at the WeWork building on Wall Street, I met with innovators working on technologies of the future and interned with Fresh Prints, as a UX Researcher & Designer. Here I learnt UX research by interviewing a lot of users before designs started and understood conversion problems from another angle. I understood how design can push the traction needle and connected UX Design to the marketing I had studied.

When I got back from New York, I set up a prototyping company ProtoFast and worked as a UX Designer on different projects which can be seen on delzerinle.com. I believe design is as important to the business as it is to the user, and the role of design at the end of the day is to earn money for the business that hires designers which is why I start with the business model of most products I build so that the journey we want for the user is designed to make money for the brand while guaranteeing a great experience to the user. The design is not the end itself, but only the means to an end which is a profitable product.

I've been able to work from quantitative research, to concept ideation, to prototyping, to usability testing, to agile software development, to A/B tests to understand performance, to going live or repeating the process for starts ups starting from scratch to super large companies. I've also been able to facilitate design workshops, and recently completed a course in Design Sprint 3.0, with the Design Sprint Academy.

I believe my unique skill set would mean I am able look at any user journey and improve it with a good knowledge of best practices, adequate research and a great eye for good design. I look forward to an interview soon, and believe I can become an important asset in your team.

Kind Regards,
Alex Erinle.