Epifania Cazembe *UX/UI Designer*

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📍 Windhoek, Namibia

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Professional Experience

2024/03 – 2024/04
Windhoek, Namibia

UX/UI Designer Freelancer

- Led the design and development of the CoRide carpooling app, focusing on creating a seamless and intuitive user experience.
- Conducted user research and usability testing to gather insights and iterate on design solutions, ensuring alignment with user needs and preferences.
- Collaborated closely with cross-functional teams, including developers and product managers, to implement design solutions and drive product improvements.
- Utilized Figma to create wireframes, prototypes, and high-fidelity designs, providing visual direction and guidance throughout the design process.
- Implemented responsive design principles to ensure optimal user experience across desktop and mobile platforms.
- Continuously monitored and analyzed user feedback and metrics to identify opportunities for optimization and enhancement.

2022/03 – 2022/10
Windhoek, Namibia

Junior Business Analyst Subcontractor
Binary City

- Designed user-friendly website layouts using Figma and implemented designs into functional websites using HTML and CSS code.
- Collaborated with the development team and clients to enhance software specifications and address design challenges effectively.
- Conducted thorough testing of software applications to identify defects and ensure functionality, utilizing testing methodologies and tools to ensure comprehensive coverage.
- Documented test cases, results, and any issues encountered during testing, maintaining detailed records to facilitate troubleshooting and resolution.
- Collaborated with team members to prioritize and address identified issues, participating in regular meetings to discuss project progress and strategies for improvement.
- Prepared clear project scope reports for effective communication, outlining project objectives, requirements, and deliverables to ensure business alignment.
- Communicated frequently with clients regarding application functionality requirements, facilitating effective communication and ensuring client satisfaction with project deliverables.

2021/04 – 2021/10
Windhoek, Namibia

Business Research Analyst Intern
Desmic Trading

- Gathered and organized research data for presentations, ensuring the data was accurate and well-structured.
- Utilized various research techniques and online tools to collect valuable data efficiently.
- Ensured the data collected was comprehensive and relevant to the project objectives.
- Conducted thorough research to identify potential markets and products that align with Desmic Trading's strategic goals.
- Analyzed market trends, competitor activities, and emerging opportunities to provide actionable insights.
- Prepared detailed reports and summaries of research findings to support decision-making processes.

- Participated in regular meetings to update supervisors on research progress and adjust plans as needed.
- Assisted in the preparation of presentations by organizing data, creating charts, and developing visual aids.
- Ensured that presentations were clear, concise, and effectively communicated the research findings.

Education

2022/12 – 2023/02 Windhoek, Namibia	**Start the UX Design Process - Empathize, Define, and Ideate** *Coursera*
2022/10 – 2022/11 Windhoek, Namibia	**Foundation of User Experience (UX) Design Certificate** *Coursera*

Skills

UX/UI Design
Proficient in Figma, adept at creating user-centered designs that prioritize usability and accessibility.

User Research
Experienced in conducting user research to gather insights and inform design decisions, ensuring alignment with user needs and preferences.

Usability Testing
Experienced in designing and conducting usability tests to evaluate the effectiveness and efficiency of design solutions, iteratively improving the user experience.

Problem-solving
Creative problem solver with the ability to identify design challenges and develop innovative solutions to address them effectively.

Project Management
Skilled in managing design projects from conception to delivery, prioritizing tasks, and meeting deadlines effectively.

Prototyping
Skilled in creating interactive prototypes to visualize and test design concepts, utilizing tools like Figma.

Wireframing
Proficient in creating wireframes to outline the structure and layout of digital interfaces, facilitating collaborative design discussions.

Responsive Design
Knowledgeable in designing responsive layouts that adapt seamlessly across various devices and screen sizes, optimizing user experience across platforms.

Communication
Strong communication skills, able to effectively convey design concepts and rationale to cross-functional teams and stakeholders.

Languages

- English
- Portuguese

Portfolio

Epifania Cazembe ⧉
https://epifaniacazembe.wixsite.com/uision