

# ANTHONY OGBANUFE Product Designer

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## Work Experience

### Product Designer, BT; London, United Kingdom – 2022 - Present

I work within BT's Digital Design Team working primarily on their BT Mobile product. I work with stakeholders across the business to develop a new design that delivers clear product information, highlights the benefits of exclusive and standard offers and ultimately increases conversion.

- Creating digital product experiences that meet user needs but also business goals. Validated user needs through prototypes and testing across mobile, web and tablet
- Deliver an array of A/B tests to improve customer experience and achieve targets
- Facilitated and presented design workshops, research with major stakeholders

### Junior Product Designer, BT; London, United Kingdom – 2019 - 2022

I worked with the user research team to identify customers dropping out of the e-commerce experience. From this I redesigned the progress tracker end-to-end experience with Storefront, providing a slicker customer experience. More importantly, It gave a clear indication of the stages and progress. This led to a 5% conversion increase = 60 orders extra per week. I was involved in the initial discovery, creating UX concepts, user testing and providing design specs to developers.

### Design Apprentice, BT; London, United Kingdom – 2017 - 2019

As a design apprentice, I spent my time learning the core fundamentals of design. This was an intensive program rotating between disciplines such as content design, UI Design, UX Design and User research. I had the benefit of shadowing and learning from senior designers with years of experience. In addition, I supported the user research team in the creation of the UX repository, serving as a library for all research activity posts.

## Education

Avado, Apprenticeship, Design Apprentice, London – Pass, 2019

11 GCSE's

## Skills

Figma, Photoshop, Sketch, Invision, Axure, Premiere Pro, Final Cut Pro, Miro, Mural

UX Design, UI Design, UX Research and User Testing, User Centered Design Thinking, Video Editing, Journey Mapping, Problem Framing, Competitor Analysis, Content Development, Analysis and Iteration, Paper & Pencil, Expert Audit/ Evaluation.