

JEFFERY NWANKWO

UI/UX Designer | Product Designer | Digital Experience Designer

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Availability: [REMOTE / HYBRID / ONSITE PREFERENCE]

PROFESSIONAL SUMMARY

UI/UX Designer and Product Designer with experience creating digital experiences, product interfaces, landing pages, user flows, and visual systems for Web3, fintech, technology, hospitality, consumer, and service-based businesses. Creative Director of Jeko Design Studio, with a multidisciplinary background spanning product design, brand identity, website design, creative strategy, and client-led project delivery. Combines user-centred design thinking, visual communication, business awareness, and Electronics and Computer Engineering knowledge to translate complex requirements into clear, trustworthy, and commercially relevant digital experiences.

CORE COMPETENCIES

Product and UX Design: User Interface Design, User Experience Design, Product Design, Responsive Web Design, Landing-Page Design, Wireframing, Prototyping, User Flows, Information Architecture, Interaction Design, Design Systems, Usability Principles, Dashboard Design, Mobile Application Design, Product Storytelling, Requirements Interpretation, Developer Handoff.

Industry and Digital Experience: Fintech Product Design, Web3 Product Design, Cryptocurrency Platforms, Trading Platforms, Payment Experiences, Website Design, Digital Products, Administrative Workflows, Content Management Experiences, Conversion-Focused Design

Brand and Visual Design: Brand Strategy, Brand Identity Design, Visual Identity Systems, Brand Guidelines, Campaign Design, Typography, Layout Design, Social Media Design, Marketing Collateral, Presentation Design, Visual Storytelling

Strategy and Collaboration: Design Strategy, Creative Direction, Client Discovery, Stakeholder Communication, Project Scoping, Project Management, Client Presentations, Design Critique, Quality Assurance, Cross-Functional Collaboration, Proposal Development, Content Strategy

PROFESSIONAL EXPERIENCE

Creative Director

Jeko Design Studio | Remote • October 2024 – Present

- Lead UI/UX, product design, brand identity, website, and digital experience projects from discovery and requirements interpretation through concept development, prototyping, presentation, feedback, and delivery.
- Translate business objectives and complex service requirements into user flows, responsive interfaces, landing pages, design systems, visual identities, and customer-facing digital experiences.
- Design product and interface concepts for Web3, fintech, trading, payment, hospitality, consumer, and technology-related projects, with emphasis on clarity, trust, usability, and commercial communication.
- Manage client discovery, project scoping, proposals, quotations, timelines, presentations, revisions, stakeholder communication, and delivery across multidisciplinary creative engagements.
- Collaborate with founders, business owners, developers, social media managers, and creative professionals to align user needs, business goals, technical considerations, and visual direction.
- Establish creative direction, brand standards, design quality expectations, and structured workflows across product, website, campaign, packaging, and content projects.
- Develop the studio's positioning, service structure, website direction, case studies, content strategy, and leadership communication while coordinating [NUMBER] designers, collaborators, or project contributors [IF VERIFIED].

SELECTED PROJECTS

JEKO Pay — Conceptual Web3 Payment Platform

Product Designer / UI/UX Designer / Case Study Creator

- Designed a self-initiated Web3 payment platform concept, translating payment and tokenomics ideas into a structured product narrative, landing-page experience, interface direction, and visual presentation.

- Applied fintech and Web3 UX principles to communicate complex product functionality with greater clarity, trust, and usability; documented the process in a Behance case study and promoted the work across professional and social platforms.

Crestline Trades — Trading Platform

Product/UX Designer

- Contributed to product requirements and user-flow development for a trading platform covering crypto deposits, card payments, futures, United States stocks, cryptocurrency trading, copy trading, user accounts, and administrative functions.
- Structured complex financial functionality into clearer digital experience concepts, supporting more understandable navigation and product communication.

CedarRise — Digital Experience and Brand System

Brand and Digital Designer / UI/UX Designer

- Developed the organisation's visual identity and brand guidelines while translating programme, outreach, donation or participation, blog, document, and administrative requirements into structured digital experience concepts.
- Supported the planning of a Gifts and Events website extension based on a product requirements document, connecting organisational objectives with user-facing and administrative workflows.

Xspot Exchange — Cryptocurrency and Foreign-Exchange Services

Visual and Digital Designer

- Created digital campaign and landing-page concepts for cryptocurrency trading, foreign-exchange transactions, gift cards, RMB payments, Alipay, WeChat, and bank-payment services.
- Maintained visual consistency across multiple financial service categories while communicating complex offerings through clear marketing and digital design assets.

SBT Apartments — Hospitality Digital Experience

Brand/Social Media Designer and Creative Strategist

- Developed booking, promotional, lifestyle, seasonal, amenities, engagement, and availability campaigns for a serviced-apartment business in Lekki, Lagos.
- Translated hospitality services into clear, aspirational customer communication while contributing to website direction, content planning, social media strategy, and campaign concepts.

TECHNICAL EXPERIENCE

Industrial Training Intern / ICT Support Intern

NIGERIAN PORTS AUTHORITY | MARINA, LAGOS. • MAR 2024 – NOV 2024

Departments: Hardware ICT; Network and Communications

- Diagnosed basic computer hardware, power, desktop-system, printer, projector, display, and uninterruptible power supply issues.
- Installed Windows 10 Pro and Microsoft Office, supported system formatting and access recovery, and performed basic software installation.
- Tested local-area network cables, crimped RJ45 connectors, supported wireless access-point placement, and assisted with server-room network cable switching.
- Replaced printer toner and uninterruptible power supply batteries while following workplace troubleshooting and technical-support procedures.
- Supported basic hardware and network maintenance and documented or communicated technical issues for resolution.

EDUCATION

Bachelor's Degree in Electronics and Computer Engineering

Nnamdi Azikiwe University, Awka, Nigeria • Graduation Year: 2025

Relevant Areas: Computer Architecture, Wireless Communication, Robotics and Artificial Intelligence, System Programming, Solid-State Electronics, Networking and Communications, Hardware Systems, Engineering Problem-Solving, Product and Systems Thinking.

Final-Year Project: Battery Charging System for an Electronic Tricycle/E-Rickshaw

- Researched a charging-system concept for a 72V, 52Ah lithium-ion battery, including real-time voltage monitoring and separate charging arrangements for two batteries.
- Investigated electric-vehicle charging approaches, including constant-current/constant-voltage, pulse, trickle, fast, and smart/adaptive charging, alongside potential solar-powered charging, battery-swap, and cloud-based battery-management applications.

CERTIFICATIONS AND PROFESSIONAL DEVELOPMENT

Zuri UI/UX Design Certificate

2022]

30-Day Web3 UI/UX Design Challenge — Self-Initiated

- Completed a structured design challenge involving consistent Web3 interface exploration, case-study development, and public documentation.

Additional Professional Development

- Self-directed design practice since 2020, with focus on UI/UX design, visual design, branding, digital products, and AI-assisted creative workflows.

TOOLS

Figma | Adobe Photoshop | Adobe Illustrator | Canva | CapCut | Claude | ChatGPT | Google Flow

AI-ASSISTED CREATIVE WORKFLOWS

Prompt Engineering | Generative AI Workflows | AI-Assisted Image Creation | AI-Assisted Content Development | Creative Automation | AI-Supported Research and Ideation

LEADERSHIP

- Creative Director, Jeko Design Studio
- Lead Designer, "The Innovators," University Final-Year Committee