

# DATA ORUWARI

UX Research/ Strategy/ Design

## ABOUT ME

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I am an experience architect and designer passionate about uncovering consumer/cultural/category/competitive driven insights in providing innovative brand solutions to clients within the ever evolving digital marketplace.

## EDUCATION

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### General Assembly, New York

VISUAL DESIGN | 2016

### Virginia Commonwealth University, Virginia

MSC. BUSINESS/ BRANDING | 2015

### University of Lagos, Nigeria

L.L.B. IN LAW | 2010

## SKILLS

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- Experience Research & Insights
- Design Thinking Facilitation
- UX Design - High Fidelity Wireframing and Prototyping
- Information Architecture
- Usability Testing

## TOOLS

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- Axure
- Sketch
- Adobe XD
- Invision
- Marvel

## PROFESSIONAL EXPERIENCE

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### METLIFE INSURANCE 2018 - 2019

#### INTRANET USABILITY TESTING & PERSONA DEVELOPMENT

- Responsible for conducting one-on-one usability tests for in-person and remote participants.
- Identified usability KPI's and designed test plan that guided the usability study
- Recommended areas for improvement in the current intranet design and addressed usability considerations
- Interviewed employees and developed persona categories for exploration
- Created various personas that reflected the identified persona categories.

### METLIFE INSURANCE 2017 - 2018

#### UX RESEARCH & DESIGN FOR SMALL MARKET DIGITAL PORTAL

- Led research efforts that gave the team insight into the day-to-day processes of the client's users.
- Co-facilitated design thinking workshops with the client that optimized business processes and uncovered insightful opportunities that drove the overall UX strategy for the project.
- Responsible for defining the experience architecture and design of the "Underwriting" segment of the project.
- Assisted the client and technical team in defining business requirements and translated those requirements into wireframes for the offshore development team to build.
- Worked with client design team to ensure that product design was in alignment with brand guidelines and patterns.
- Responsible for articulating the business requirements to the offshore dev team and ensured what was built reflected consistency and alignment with defined experience.

### THE COCA-COLA COMPANY - 2014

#### INTEGRATED MARKETING COMMUNICATIONS INTERN

- Developed a targeted digital strategy, using data driven insights that became a training manifesto for the department
- Developed creative concepts with intern team that led to a executed campaign with a partner company
- Provided weekly insights into teen culture that assisted the team in producing a culturally relevant commercial