

Adeniyi Sonoiki

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Experience

UX Designer- Freelance Jan 2019 - Present

- Teamed up with Worcester Regional Transit Authority to design a bus ride-sharing app prototype to reduce operating costs and reinvent public transportation.
- Introduced a redesign of Boston University's student portal that reimaged access to student information.
- Proposed and designed an app prototype to reduce wait times at the RMV.
- Designed and prototyped a CRM dashboard that helped freelancers keep track of client projects; augmenting productivity by 28%.

Content Manager (UX focus)- Hanover Insurance Nov 2018 - Present

- Partnered with HR subject matter experts to revamp the company's HR portal; augmenting engagement by 80% and reducing bounce rate by 45%.
- Designed and deployed a chatbot on the company's HR portal that simplified access to HR content, decreasing emails to HR support by 18% and calls by 23%.
- Proposed and spearheaded a user-centered approach to redesign the company's learning management system, increasing eLearning course enrollment by 35% and cutting training expenses down by 72%.

Web Designer- Camp Casco Nov 2017 - Apr 2018

- Collaborated with the marketing team to redesign the company's website; reducing bounce rate by 40% and increasing leads by 35%.
- Introduced a design system that improved design and development workflow that augmented productivity by 37%.

Designer- Design District Oct 2014 - Nov 2017

- Led a multi-disciplinary four-person team to design, develop, and launch a home appliance e-commerce store including optimizing digital marketing campaigns on social media which led to a 120% increase in sales.
- Facilitated the first major effort to A/B test the company's e-commerce portal including optimization for customer acquisition; resulted in a 5.5% increase in conversions.
- Coordinated a team of four developers and two designers to recreate a video streaming platform which led to a 23% increase in signups.

Education

UX Design- General Assembly Apr 2019

Advertising M.S.- Boston University Oct 2017 - Present

Computer Science B.S.- Babcock University Sept 2010 - Apr 2014

Skills

Visual design	Interaction design	Competitive analysis
Prototyping	Design thinking	Accessibility design
Web design	User research	Communication
Usability testing	Information architecture	Collaboration
Product design	Design systems	Wireframing

Tools

Figma	Webflow	Protopie
Invision	Sketch	Adobe XD