

ANOZIE CHIDUBEM

Product Designer (UI/UX)

[My Portfolio](#)

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PROFESSIONAL SUMMERY

As a Product Designer, I'm driven by the mission to create meaningful and seamless user experiences that bridge the gap between functionality and emotion. My approach combines creative insight with strategic thinking to craft products that not only look exceptional but also solve real user problems. I thrive on transforming complex ideas into intuitive designs that enhance usability, engagement, and delight. Currently, I mostly work on freelance projects, collaborating with clients to bring their visions to life.

EMPLOYMENT HISTORY

Freelance, NG. Jul 2024

Co Product Designer

- Designed a modern and conversion-focused **Business Consultation Web UI (Landing Page)** that effectively communicates service value and drives client engagement.
- Developed a clean, professional layout with a strong visual hierarchy to enhance readability and user flow across key sections.
- Applied strategic UX principles to optimize lead generation through clear call-to-actions, persuasive copy placement, and simplified navigation.
- Delivered the final design with responsive adaptability and a refined aesthetic aligned with the client's brand identity.

Freelance, NG. Aug 2024

Product Designer

- Designed a sleek and intuitive **Fintech App Landing Page** that highlights core financial features while ensuring a seamless user journey from awareness to conversion.
- Focused on building trust and clarity through clean layouts, informative visuals, and consistent brand tone across all interface elements.
- Applied UX strategies to simplify complex financial information, improving user comprehension and engagement.

- Delivered a responsive, modern design optimized for both desktop and mobile.

Freelance, NG. Aug 2024

Product Designer

- Collaborated with a client to design a visually captivating **E-Commerce Landing Page**, a contemporary clothing brand, blending elegance with functionality to enhance the online shopping experience.
- Partnered closely throughout the design process to ensure the interface reflected the brand's vision, highlighting collections, new arrivals, and storytelling through bold visuals and clean typography.
- Optimized the layout for effortless product discovery and higher conversions with intuitive navigation, strategic CTA placement, and responsive adaptability.

Freelance, NG. Dec 2024

Product Designer

- Collaborated with a real estate client to **redesign a Realtor Landing Page**, focusing on improving usability, visual appeal, and lead generation.
- Enhanced the overall design structure with a clean, modern layout that highlights property listings, testimonials, and agent credibility.
- Streamlined the user flow to make property searches and contact actions more intuitive, resulting in a smoother and more engaging browsing experience.
- Delivered a refreshed, responsive landing page that effectively communicates trust and professionalism.

Concept Project, NG. Jan 2025

Product Designer

- Designed **SafePay**, a personal **Fintech Service Landing Page concept**, focused on delivering a seamless and trustworthy online banking experience through modern, user-centered design.
- Created a sleek and minimal interface emphasizing financial transparency, accessibility, and ease of navigation for users managing digital transactions.
- Applied strategic UX thinking to highlight key features such as security, instant transfers, and account insights with clear visual hierarchy and engaging micro-interactions.

Self-initiated Project, NG. Jan 2024 — Mar 2024

Product Designer

- Designed art gallery app, a self-initiated mobile app project that enables users to explore, learn about, and save legendary artworks while discovering the stories behind each artist.
- Crafted an immersive and visually rich interface that celebrates art appreciation through intuitive navigation, elegant typography, and a modern gallery-style layout.
- Focused on user engagement by integrating features like artwork saving, artist profiles, and easy access to detailed background information.
- Developed the concept to showcase creativity, storytelling, and user-centered design within the digital art experience — featured on my Behance portfolio.

OTHER PROJECTS

Many Other Projects

Web, Web App & Mobile App

- Featured on [My Portfolio](#)

EDUCATION

Federal University of Agriculture Umudike, Umuahia Abia, NG.
BSc. Computer Science

SKILL & TOOLS

- Product Design
- Prototyping
- Interaction Design
- UX Research
- Wireframing
- Usability Testing
- Figma