

Anthony Garuba

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Passionate UX designer with a strong commitment to creating user-centered digital experiences that drive social impact. My background in sales, education, and community engagement has shaped my ability to understand diverse user needs, ensuring that my designs are both inclusive and accessible. Through research-driven design, I strive to bridge gaps, enhance user experiences, and create meaningful solutions that empower individuals and communities

EXPERIENCES

CareerFoundry: UX Design Capstone Projects November 2023 - November 2024

- Conducted user research to design a solution that seamlessly integrates finance and shopping, creating a marketplace-inspired experience
- Performed a competitive analysis of companies with similar objectives to identify opportunities and best practices
- Organized user interviews and utilized affinity mapping to synthesize and prioritize user feedback
- Designed and refined user flows to align with user goals
- Developed low, mid, and high-fidelity prototypes to visualize and iterate on design solutions
- Coordinated a preference test to gather user insights and identify their preferences.

Substitute Teacher: Kokua Education (Chicago Public Schools) October 2022 - Present

- Developed detailed lesson plans to effectively guide instruction as a substitute teacher
- Worked closely with the school team and communicated effectively in the workplace while serving as a substitute teacher
- Collaborated closely with teachers to ensure effective knowledge transfer and student comprehension

Brand Ambassador: Food Rocket November 2022 - June 2023

- Identified and targeted key user segments, effectively engaging them to drive product purchases
- Built strong business relationships with customers to foster a sense of belonging and trust
- Partnered effectively with my team to achieve shared goals and maintain a productive workflow

UX Designer: Pixelated June 2019- March 2020

- Designed user-centered interfaces and interactive prototypes for web and mobile products using Figma, ensuring a consistent brand experience.
- Conducted user research, usability testing, and A/B testing to inform design decisions and improve product usability.
- Collaborated cross-functionally with developers, product managers, and marketing teams to deliver projects on time and within scope.

UI Designer: VijanTek June 2018 - May 2019

- Curated sketches and wireframes to iron out the structure and navigation for the design
- Used figma tools to create low, mid and high-fidelity prototypes to test the usability and gather feedback
- Came up with mock-ups and design systems

SkillsTools

Wireframing, Figma, Sketch Prototyping, Competitive Analysis, Usability testing, User personas, Quantitative & Qualitative user research, Good communication & persuading skills.

Figma, Sketch, Google docs

EDUCATION

Ambrose Ali University Ekpoma, Nigeria
BSc in Microbiology Graduation date: September 2015 - November 2019

CareerFoundry
Certificate in UX Immersion Graduation date: November 2023 - November 2024