



EDWARD OFORI-ATTAH

SENIOR PRODUCT DESIGNER UI/UX (UI FOCUSED), [15 PLUS YRS EXPERIENCE] BASED IN LONDON
www.linkedin.com/in/ekasoa

+44 (0) 785 253 6798

www.ekasoa.com : portfolio

e.oforiattah@gmail.com

PROFILE

Product Designer (UI/UX) with over **15 years of industry experience** working with notable clients such as **JPMorgan, HSBC, Virgin Media, eBay, Google, Nectar card**. Designing human-centred, empathetic digital products that create conversion, increase brand recognition and add value to users.

EXPERIENCE

EKASOA LIMITED – (Freelance / Contractor) Senior Product Designer

[FEB 2024 – CURRENTLY]

KHWS (Contract)

Senior Visual Designer

[NOV 2023 – FEB 2024]

Built foundations for a comprehensive multi-brand design system using Figma and delivered a Design System for a small B2B costing application for a global oil and gas client.

- Designed and delivered User Interfaces and Workflows, improving user experience.
- Effectively presented designs and user journeys to senior stakeholders, ensuring clear communication that resulted in the sign-off of strategic projects
- I provided comprehensive design specifications to streamline development, including foundations for a component library, user flows, and multiple design states.
- Delivered ongoing design consultations to development teams, fostering collaboration within multi-disciplinary teams.
- Developed detailed designs based on UX insights and established design patterns.

J.P.Morgan [Digital Experience Design (DXD)]

Senior Visual Designer

[AUG 2020 – NOV 2023]

Crafted compelling UI, UX Design and Design Systems for B2B, B2C, and SaaS applications across the JPM Markets business area. Utilised JPM toolkit components to improve applications responsible for managing extensive datasets and oversaw monthly trades amounting to \$1 billion.

- Innovated and optimised the functionality of front office systems, increasing their performance.
- Elevated the mobile trading platform by adding desktop functionality to the mobile equivalent application, resulting in a 5% surge in trading volumes as well as user satisfaction.
- Streamlined the design framework for components within the design system, resulting in a 2% reduction in design delivery time using Figma across the whole team.
- Pioneered the development of Figma components for a trading system, ensuring their reusability and scalability. This ensured future-proofing and consistency within the design system. Engaged seamlessly with Technology Developers to harmonise coding standards across Storybook and Figma components, increasing consistency.
- Successfully orchestrated the migration from Sketch to Figma while creating lightweight, reusable business logic components.
- Acted as a mentor and facilitator, providing guidance and onboarding support to junior Designers and colleagues across various levels within the Business.
- Delivered practical prototypes and design specifications that considered intricate system limitations and potential opportunities for each trading platform I worked on.

SKILLS

Product Design

UI - Design Systems (Figma) - Components, Libraries Atomic Design approach, Responsive Web Design & Mobile Design (iOS & Android)

UX - Information architecture, Accessibility, Requirements gathering, User flows & wireframes Prototyping (+animation)

Branding - Uphold brand guidelines & standards.

Efficient Delivery

Management - Manage end to end delivery, Sprint ticket creation. (with JIRA)

STACK

Figma
Adobe Suit - Photoshop, Illustrator, InDesign, After Effects
Atlassian JIRA, Confluence, Trello
Sketch App
Procreate

CERTIFICATION

University for the Creative Arts
BA (Hons) Graphic Communication, 2.1 (2006-2009)
Articulating Design Decisions Course By Tom Greever (2023)
Influence Through Storytelling - By Pragmatic Training (2023)

NTT DATA – HSBC

[SEPT 2019 – JULY 2020]

Senior Visual Designer

Collaborated with UX team for HSBC to conceive, develop, and present design visuals and low-fidelity prototypes to help Product Owners fully understand concepts and solutions in our offering.

- Elevated initial design concepts by incorporating user journeys and flows, ensuring pixel-perfect designs and comprehensive specifications to developers, reducing rework by 50%
- Orchestrated seamless coordination with the development team for quality assurance testing, employing an adaptive iteration method to readily accommodate shifts in project direction, leading to shorter development times.
- I provided guidance and visual design expertise to the broader stakeholder organisation, including UX partners and cross-functional teams, including Product Owners, Project Managers, and Development teams, which increased design consistency.
- Actively identified opportunities and challenges in the design approach, increasing consistency in design.

EKASOA LIMITED

Senior Visual Designer

[SEPT 2013 – JULY 2020]

Contractor / Freelancer for diverse projects spanning industries and technologies over six years. Industries include **Utilities, Industrial, e-commerce, Telecoms, Advertising and Marketing, and the Food and TV industry**. A few projects and companies are listed below.

CLEVERTECH

Senior Visual Designer

[SEPT 2018 – JUL 2019]

Senior Visual Designer in a fast-paced, US-based Development (Dev) team delivering Web, mobile, UI, and UX designs for large to individual investor platforms B2B and B2C.

- Created and fleshed out existing UX user stories for Dev tickets, ensuring Dev feasibility.
- Created user flows and wireframes for clients and stakeholders.
- Took design from initial concept to final design while implementing design systems for multiple projects.
- I tested Dev outputs and ran Quality Assurance (QA) sessions with the Dev team. I also Hosted client review sessions, presenting test findings and designing rationale.

RMA Consulting – Virgin Media (VM)

Senior Visual Designer

[FEB 2016 – SEPT 2018]

Lead Visual Designer for Virgin Media's (VM) B2C accounts, Paired with a UX designer in an Agile team across three workstreams. Improved existing brand guidelines with atomic design structure. My role evolved into Experience Design, focusing on a User-Centred strategy-based model and UX tasks.

- Designed and developed a 'Bill Explainer' concept to educate VM customers on how to read their bills. This resulted in improved customer engagement online and reduced call centre volumes.
- Initiated the improvement of the 'My VM' login existing user login journey design which reduced call centre volumes by 20% over a 3 month period. This achievement increased trust with the Client and Agency business hiring rate by 500%, opening doors to a Managed Service.
- Enhanced user journeys, including navigation, search tools, CMS (Content Management System), and social login, improving click-through rates through A/B testing by roughly 12%.
- Ensured mobile-first and responsive design for Desktop, Tablet, and Mobile, implementing modular components following atomic design principles and integrating them into the CMS platform.
- I created Design Documentation, Development Kits, Assets, and Detailed Specification Documents for the team's developers. I also delivered QA sessions with testers on multiple projects to optimise design outcomes.

INTERESTS

- Gym and training
- Visiting Design and Art galleries and exhibitions.
- Fun fact: I have a viral YouTube video with 3.2 million views
- Travel
- Gamer
- Online/In person tech and digital art events
- Tech and innovation leader at my church.

REFERENCES AVAILABLE
UPON REQUEST