

JOHN ISEGHOGHI

Senior Product Designer

With over 9 years of experience focused on leading design projects & setting the vision for unique user experiences while collaborating with other designers, developers, PMs to launch multiple products for users and growing the business.

Work Experience

Booking.com / UX Designer (Digital Product)

Jan 2018 – present, Amsterdam.

Currently focused on designing & managing a seamless onboarding product experience for new partners and implementing new design systems for customer facing digital products.

Etisalat / Senior UX designer (Telecommunication)

Apr 2015 – Dec, 2017, Nigeria

Designed and launched online self-service portal (web + mobile app) I was responsible for the design and product strategy. I worked closely with a team of developers and Senior executives to deliver this product amongst other digital products I built while in Nigeria.

Konga.com / Product Designer (Ecommerce)

Dec 2012 – Apr 2015, Nigeria.

At Konga, I was on the team that built the ecommerce platform mobile app. I was specifically responsible for the interface design, interaction design, research and strategy formation which was used to launch the product.

eTranzact / Web Designer (Electronic Payment)

Sept 2010 – May 2012, Nigeria.

I redesigned the company's website and other partner facing products. I worked closely with the software development team as a web designer and also support the brand management team with creative ideas for product launch campaigns and execution.

W: www.johniseghohi.com

E: iseghohi.john@gmail.com

M: +31611440568

Education

- Certified User Experience Specialist (Akendi UK)
- Certified Design Sprint Facilitator (AJ & Smart)
- B.Sc. Computer Science 2nd Class Upper division

Design and Development:

- UI/UX design
- Product Strategy
- User flows and IA
- Concept sketches
- Wireframes & mock ups with Sketch, Invision studio or figma
- Style guides & design systems
- Interactive prototyping with Principle for Mac

Prototyping Toolkit:

- Rapid prototyping using Invision, sketch or photoshop
- Interactive flow with WebFlow
- Framer
- Principle for Mac

Research Toolkit:

- Data analysis (Google Analytics)
- Task analysis & persona hypothesis
- A/B Testing & Experiment
- User interviews and testing
- Cognitive walkthrough
- Requirement gathering
- Customer journey maps
- User research
- Google Design Sprint

Personal qualities:

- Music lover
- Self Starter
- Detail oriented
- Flexible
- Communicative