

# CHIBUZOR STANLEY NWANKWO

Product Designer | UX/UI Designer | Low Code Developer(*WordPress, Shopify, Framer*)

## CONTACT INFORMATION

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Phone: +234 813 548 2389

Location: Lagos, Nigeria

## PROFESSIONAL SUMMARY

I am a multidisciplinary Product Designer and Developer with over half a decade of experience. My passion lies in creating digital product designs that enhance user experience, support business growth, and have a positive societal impact. Whether it's Mobile Applications, Websites, Dashboards, Design Systems, or Low-Code development such as Custom WordPress Design, Webflow, Shopify, Framer, and Bubble, I am ready to bring your vision to life.

## CORE COMPETENCIES

- UX/UI Design
- Product Design
- User Research & Testing
- Wireframing & Prototyping
- Design Systems
- Information Architecture
- Interactive Prototyping
- Visual Design
- Brand Identity Design
- Cross-functional Collaboration
- Agile/Scrum Methodology
- Usability Testing
- Design Thinking
- Leadership & Mentoring
- Vibe Coding
- Search Engine Optimization
- Custom Website Design
- Technical Support
- WordPress
- Framer
- Ecommerce(*Woocommerce, Shopify*)

## TECHNICAL SKILLS

**Design Tools:** Figma, Adobe XD, Sketch, Spline, Photoshop, Illustrator, ProtoPie, Adobe Suite

**Development:** HTML, CSS, JavaScript, GSAP, WordPress, Shopify, Framer, Webflow, PHP

**AI Tool:** ChatGPT, Midjourney, Sora, Claude, Cursor, DeepSeek, Perplexity

**Other:** User Research, A/B Testing, Prototyping, Google Analytics, Google Search Console, SEMrush, or Ahrefs, Marketing, Ads Management, SEO, GoHighLevel, MailChimp, Zoho CRM

## PROFESSIONAL EXPERIENCE

### Lead Web Designer

Box6Marketing Agency | New York, USA

September 2020 - Present

- Engineered scalable WordPress solutions across corporate, SaaS, e-commerce, and marketing verticals using Elementor, custom themes, and bespoke HTML/CSS/JavaScript/PHP, leveraging WordPress hooks and APIs for tailored functionality
- Translated UI/UX designs into responsive, pixel-perfect, cross-browser experiences, driving a 200%+ increase in conversions and 50% reduction in bounce rates within the first month
- Optimized website performance to 90%+ load speed scores, directly improving user experience and organic search rankings
- Implemented technical SEO strategies and monitored performance via Google Search Console, enhancing site indexing, visibility, and traffic
- Integrated and automated workflows across third-party platforms including Zoho, HubSpot, CRMs, payment gateways, and email marketing tools
- Architected reusable component systems and templates, reducing development time and maintaining design consistency across multiple projects
- Managed hosting infrastructure (cPanel, DNS, deployment), website migrations, backups, security, and ongoing maintenance to ensure stability and compliance with web standards and accessibility best practices
- Diagnosed and resolved bugs, plugin conflicts, and performance issues, maintaining high site reliability across all managed properties
- Collaborated cross-functionally with designers, project managers, and clients to deliver business-aligned solutions on time; contributed to brand identity development, website redesigns, and sales presentations

### Product Design Instructor

Univelcity | Lagos, Nigeria

February 2022 - Present

- Led end-to-end product design education programs, training 100+ aspiring designers in UX strategy, UI design, and scalable design systems
- Designed real-world, insight-driven product case studies, simulating industry workflows from research to high-fidelity execution
- Drove curriculum innovation by integrating emerging design trends, tools, and methodologies, improving student outcomes and completion rates
- Mentored and coached students through portfolio development and career readiness, producing industry-competitive designers
- Fostered cross-functional collaboration with engineering instructors to bridge the gap between design and implementation
- Elevated the bootcamp's learning experience through structured critique systems and hands-on teaching models

## **WordPress Developer (Continuous Contract)**

High Level Creative & D2branding Agency | Tulsa, USA

November 2024 - Present

- Collaborating closely with designers, and project managers to deliver projects aligned with business goals and timelines
- Managing hosting environments, including cPanel, DNS configuration, and deployment workflows
- Develop and deliver high-performing websites across multiple industries, including corporate, e-commerce, SaaS, and marketing landing pages, using WordPress, Elementor, and custom themes
- Translate UI/UX designs into responsive, pixel-perfect websites, ensuring consistency across devices and browsers
- Writing custom code (HTML, CSS, JavaScript, PHP) and leveraging WordPress hooks and APIs to extend functionality and build tailored solutions
- Optimizing website performance and significantly improving user experience and SEO rankings.
- Implementing technical SEO best practices, contributing to improved search visibility and organic traffic growth
- Integrated third-party tools and platforms, including Zoho, HubSpot, CRMs, payment gateways, and email marketing systems
- Diagnosing and resolving website issues, including SSL errors, malware attacks, and hosting/server misconfigurations

## **Lead Product Designer (Contract)**

Zekarium | Lagos, Nigeria

January 2026 - Date

- Led the design of the mobile application Minimum Viable Product(MVP), driving a comprehensive content strategy and user experience design
- Created complete design assets, including sketches, user flows, wireframes, interactive prototypes, and pixel-perfect mockups
- Conducted stakeholder presentations and design reviews to align on product vision and requirements
- Created a comprehensive design system with reusable components, documentation, and guidelines to ensure visual and functional consistency
- Delivered high-fidelity prototypes and design specifications that streamlined handoff to the development team
- Collaborated with the development team to ensure design feasibility and optimal implementation

## **Freelancing - UX/UI Designer & Web Designer**

Upwork and Fiverr, etc. | Remote

December 2017 - Present

- Collaborating with individuals and cross-functional teams to design and develop visually stunning, highly functional products and websites.
- Led end-to-end UX/UI design for web and mobile products, from research and ideation to high-fidelity execution

## **Marketing Officer**

Univelcity | Lagos, Nigeria

January 2020 - October 2022

- Increased student enrollment and qualified leads by 64% through execution of multi-channel marketing campaigns (digital and offline).
- Managed and optimized paid advertising campaigns using Meta Ads and Google Ads to drive conversions and maximize ROI.
- Analyzed campaign performance using Google Analytics, implementing data-driven optimizations to improve results.
- Developed targeted marketing strategies based on market research and customer insights.
- Managed lead generation and nurturing using CRM tools (Zoho CRM, HubSpot), improving conversion rates.
- Executed email marketing campaigns using Mailchimp to drive engagement and retention.
- Collaborated with design teams to create high-converting marketing assets and campaign creatives.
- Managed website content and user experience to support marketing goals and improve engagement.

## **EDUCATION**

### **Frontend Web Development**

Univelcity Bootcamp | Lagos, Nigeria

March 2020 - June 2020

### **Product Design UI/UX**

Univelcity Bootcamp | Lagos, Nigeria

November 2019 - 2020

### **Bachelor of Science in Computer Science**

Moshood Abiola Polytechnic | Ogun State, Nigeria

December 2013 - May 2019

## **LANGUAGES**

English (Fluent)

German (Basic)