

LINCOLN ADOMAKO

[LinkedIn](#) | [233-542-10-3611](tel:233-542-10-3611) | www.lincolnadomako.com | nladomako@gmail.com | [GitHub](#)

Skills

- Figma | Adobe XD | InDesign | InVision | Sketch | Adobe Illustrator | Photoshop | After Effects | Audacity | HTML | CSS | C++ | JavaScript
- UX Design | UI Design | Product Design | Visual Design | Web Design | Mobile Interface Design | Wireframing | Prototyping | Testing
- User Research | Design Systems | Accessible Design | Information Architecture | Style Guide | Typography | Branding | English, Twi

Experience

Product Designer SoftCode Accra, Ghana 11/2023 - Present

- Lead the end-to-end design of multiple websites and applications for e-commerce platforms, resulting in significant revenue growth, utilizing the latest technologies of Figma.
- Lead the conduction of user research, collected insights, created user flows, style guides, and information architecture to inform the design process and development of user interfaces for multiple products.
- Collaborate closely with cross-functional teams, such as product managers, engineers, and stakeholders, clearly articulating the rationale behind each design decision, incorporating their feedback and maintaining alignment throughout the design process.
- Perform comprehensive usability testing with potential users, examining their behavior, identifying pain-points and successes, and assessing metrics such as drop-off rates, conversion rates, net promoter score, and system usability scale to inform product enhancement.

UI/UX Designer ShopLink Accra, Ghana 06/2021 - 05/2022

- Designed e-commerce applications and websites for various devices and screen sizes to ensure a consistent and responsive user experience across all [ShopLink](#) platforms, with a focus on ensuring the designs were accessible to users with diverse abilities.
- Led the designing and developing of the fintech transaction dashboard that provides a clear and concise overview of their financial data and information, and a rich visual summary of daily user purchase patterns.
- Optimized business logic for the core marketing experiments and adapting to evolving technologies, design trends, and user preferences to keep the product design current and competitive.
- Designed an automated system for the user-experience testing on the marketing platforms by integrating Nightwatch Selenium.

Brand & Digital Marketing Intern NYU Abu Dhabi Art Gallery Abu Dhabi, UAE 08/2020 - 12/2021

- Designed visually compelling graphics for media posts and digital marketing campaigns to promote exhibitions and events on NYUAD Art Gallery's website and social media platforms with a campus community of 5,000 individuals, and targeted outreach extended to 10,000s of invited guests from Abu Dhabi city and beyond.
- Led research on industry trends, target audience preferences, and competitor analysis to inform content creation and identify opportunities for brand differentiation and growth.
- Integrated multiple third-party systems with the escrow platform, making it easy to purchase tickets, increasing yearly visits by 25%.

Design Assistant NYUAD Athletics Department Abu Dhabi, UAE 08/2019 - 05/2020

- Ensured the consistent application of NYU branding guidelines across all Athletics design materials to maintain a cohesive visual identity.
- Steered the production of athletics contents, including editing footage, adding graphics and animations for web distribution.
- Developed design concepts for various projects and produced visual design elements, such as graphics, illustrations, and layouts.
- Organized and managed digital assets, including maintaining a structured archive of design and brand assets.

Projects

- **Trailer Plus:** Designed a mobile app for browsing movie trailers and purchasing tickets as a Google UX Design Project ([Trailer Plus](#)).
- **FurPal:** Designed a mobile app for searching and booking pet sitters, with an inclusion of a social media platform for pet lovers ([FurPal](#)).

Education

Bachelor of Arts New York University New York, Abu Dhabi 09/2019 - 12/2023

- Art and Design
- **Relevant Coursework:** User Experience Design, Design Studio (Branding), Re-Design, Digital Art, Intro to Digital Tools, Communications Lab, Foundations of Graphic Design, Logo Design, Creativity and Innovation, Foundations of 2D, Computer Programming for Engineers

Certification

- **Google UX Design Professional Certificate:** An intensive 6-month certificate program designed to provide designers with in-demand skills and knowledge in UX design. (2022/2023)