



OFUNNE OLELE

UX RESEARCHER

CONTACT

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🌐 ofunneolele.com

EDUCATION

Master of Information- UX design

University of Toronto
2021-(12/2023)

Master of Arts in Special and Inclusive Education

University college London
2014-2016

Bachelor of Science in Psychology with Human Resource Management

Middlesex University (Dubai)
2009-2012

SKILLS

UX SKILLS

• Usability testing • Thematic analysis • card-sorting • tree-testing .

UI DESIGN SKILLS

Wire-framing • prototyping • storyboarding

TOOLS

Figma • EnjoyHQ• Optimal sort

PROFILE

UX professional focused on user research. Passionate about conducting user research to inform product design. Enthusiastic about combining expertise as a former educator and an emerging UX researcher to develop educational technology.

PROJECTS

Ux designer

University of Toronto | 2021

Award explorer (course project)

- Followed the IBM design thinking process to develop a web solution.
- Conducted user research on how students search for awards.
- Ran 4 usability studies to observe students processes in applying for awards.
- Presented findings to industry experts in technology companies and received positive feedback.

Information architect

University of Toronto | 2021

Sport & Recreation website re-design (course project)

- Conducted tree-tests to understand how students sorted information.
- Created wire-frames for the website re-design.
- Analyzed data from card-sorts and tree-tests to help improve website design.
- Created mid fidelity prototypes for the redesigned website.

UX researcher

University of Toronto | 2021

Online shopping support (course project)

- Investigated factors that influence online shopping and purchasing choices using semi-structured interviews and diary studies.
- Modelled users habits and motivations.
- Developed design guidelines and recommendations.

CERTIFICATION

Google Certificate

Foundations of User experience Design | 2021

- Developed an understanding of design thinking.
- Developed an understanding of the design process.

Google Certificate

Build wireframes and low-fidelity prototypes | 2021

- Conducted moderated & unmoderated usability tests.
- Refined low-fi prototypes based on research insights.

Google Certificate

Build wireframes and low-fidelity prototypes | 2021

- Built paper prototypes to create interactive designs.
- Designed low-fidelity prototypes in Figma.

WORK EXPERIENCE

DESIGN RESEARCHER INTERN

IBM , Markham | May 2022-present

- Conducting user research to understand user pain points related to IBM AI applications.
- Synthesising user research to provide actionable insights to improve user experience with AI applications.

ADDITIONAL EXPERIENCE

BEHAVIOR THERAPIST

EASTWOOD PSYCHOLOGISTS, Brampton | September 2021-April 2022

- Supported autistic children and teenagers with developing their ability to communicate and speak using alternative augmentative communication.
- Taught reading and writing by engaging different senses such as writing in foam or sand and using flashcards .

SPECIAL EDUCATION TEACHER

GEMS FOUNDERS SCHOOL, Dubai | 2018-2021

- Developed Individualized Education Plans and ensured the targets set for each individual student were achieved.
- Collected data on the progress and attainment of each child and assessed this data to identify areas for improvement.

BEHAVIOR THERAPIST

CEIMC , Dubai | 2015-2018

- Provided early intervention for children with special needs, specifically autistic children.
- Tracked negative behavioral changes, and designed strategies to modify them.