

# Marlon Adekoya

Graphic Designer | UX UI Designer

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## EXPERIENCE \_

### Prospa - Product Designer

October 2019 - Present

At Prospa, I'm currently leading two design projects from inception to execution. Conducting user research, creating personas, journey maps, wireframes, prototypes, visual designs, and conducting user tests. Working closely with research, content, execs and stakeholders.

A complete redesigned experience around SMEs selling products via Webstore (internal e-commerce tool). We took apart the product, went back to first principles and scaling for version 2 launching in January 2023.

### AETOS - Creative Design Manager

October 2016 - January 2019

At AETOS Capital Group, I implemented a new digital interactive platform for sales and new business development teams along with implementing "brand clean up" and update/creation of company-wide marketing materials on global scale. I led the creation and design of marketing materials, branding, trade-show graphics, environmental design, photography, presentation boards/ books and illustrations. I increased Aetos sales and traffic by 30% by creating meaningful and informative HTML 5 banners, email campaign and landing pages.

### Coders Code - Digital Project Manager

March 2015 - August 2016

At Coders Code, I was responsible for managing web design projects with a budget of £450k plus. I was the primary client delivery contact, I ensured project scope was clearly defined, created and managed the project plans, and provided direction to members within the project team. Part of my role was managing website development, e-Commerce, e-mail marketing, mobile/tablet design and development, applications and social media.

### AND Creative - Creative Artworker

September 2013 - March 2015

At AND Creative, I created packaging design and products for Boots, Ted Baker, Jack Wills and other well known brands working to strict branding guidelines. Marketing collateral such as flyers, print adverts and brochures. Assisted both the development of creative ideas and the implementation of predetermined concepts. Print techniques on various materials ranging from plastic, paper, card and wood and setting up designs for repro-ready standard. Created company website holding page using HTML & CSS. Designed visual identity.

## EDUCATION \_

University For The Creative Arts  
(B.S.) Graphic Design, 2:1

User Experience Course

## SKILLS \_

Adobe Master Suite, Figma, Sketch, Origami, Principle, Blender, HTML, CSS

## SOFT SKILLS \_

Effective communication, Leadership, Problem solving, Critical thinking, People management, Stakeholder management

## HARD SKILLS \_

Wireframing, Rapid prototyping, Design research, Storyboarding, Affinity mapping, Workshop facilitation, Project management, Accessibility, User Research