

**JOSEPH IKWAN EJIM** | Senior UX Designer, Researcher & Director | Email: jayikwanofficial@gmail.com

Portfolio: [www.iosephdesigns.uk](http://www.iosephdesigns.uk) | Phone: 07849220603 | LinkedIn: [linkedin.com/in/joseph-ikwan-ejim/](https://www.linkedin.com/in/joseph-ikwan-ejim/)

10+ years of digital delivery & leadership, blending multi-disciplinary design, psychology, data science, human-computer interaction & user research. Currently supporting CRO, UX, Marketing & Innovation across 80+ countries at [Rentokil Initial](#) (One of the world's biggest hygiene company).

## SKILLS

**UX Design** : Visual Design • Interaction Design • Illustration (Adobe CC) • Flows • Wireframes & Mock Ups (Figma) • Style Guides & Design Systems • Branding & Art Direction • Adobe Photoshop • Adobe Illustrator • Web Design ( Wordpress, Squarespace, Wix, Duda, Webflow) • HTML • CSS • Ecommerce conversion • Rapid Prototyping ( Mockflow • Figma • Miro)

**UX Leadership** : Creative Direction • Strategy & Vision • Research-driven expertise • business-minded focus • problem-solving agility and clear communication, all honed to champion user-centered design.

**CRO & Research**: Data Analysis • A/B Testing & Experiments • Focus Groups • Diary Studies • Usability Testing • Persona & User Journeys Field Studies • Google Analytics • User Flows • Mixed Methods ( Quantitative, Qualitative, Primary & Secondary Research )

**Collaboration** : Agile Methodologies • Self Starter • Communicating Design Decisions • Roadmap Planning • Retrospectives • Team Workshops • Management Training • Leadership • Cross-Team Collaborations

## WORK EXPERIENCE

### Growth COG - **CRO & UX Manager (Part-time)**

March 2024 - Present

- Leveraging User Research & Analytics for SEO Strength.
- Developing a Data-Driven CRO & SEO Strategy.
- UX-Centric SEO Implementation:

### Rentokil Initial - **UX Designer/Researcher**

November 2022 - Present

- Conducting comprehensive user research, translating insights into actionable design recommendations.
- Spearheading wireframing and ABn testing efforts.
- Collaborate cross-functionally to create impactful, accessible, and user-centric designs that led to a 30% increase in user satisfaction.

### Digi Toolbox Ltd - **UX Lead/Senior Designer**

December 2017 - November 2022

- Managed a digital marketing team of ux designers, graphic designers, content creators and social media marketers leading to a 50% improvement in project efficiency and a company growth of 20 client portfolios to over 300 in 12 months.
- led design briefs, and mentored design apprentices/interns.
- Spearheaded website, app, and UI/UX design, maintaining visual excellence and user satisfaction.

### Brits Digital - **Director of User Experience**

August 2015 - Present

- Leading user experience direction, emphasizing user-centered design for exceptional digital products across borders using a team of remote staff.

### Optimistic Recruitment Agency - **Digital Marketing Consultant (Part-time)**

August 2019 - 2022

- Developed and executed strategies to elevate the company's brand and online presence.

### Voluntary Work - **Career Break**

August 2006 - 2015

- I took a 9 year career break to give back to the community by serving as pastoral care/oversight for several charities, youth groups & adult ministries.

### Precision Computers - **Manager**

2004-2005

- Balancing strategic leadership, and tactical tasks to ensure a high-quality user experience across products and services. Leading the UX Team, Collaborating Cross-Functionally, Research and Analysis, Design Process Management, Advocacy and Communication

## EDUCATION, CERTIFICATIONS & LICENSES:

**Human-Computer Interaction** - Interaction Design Foundation IxDF // **Social Psychology (Hons)** - Wesleyan University // **Executive Data Science (Specialization)** - Johns Hopkins University // **Google UX Design Specialization** - Coursera // **Agile Methods for UX Design** - Interaction Design Foundation IxDF // **Enterprise Design Thinking Co-Creator** - IBM // **Enterprise Design Practitioner** - IBM // **Fundamentals of Digital Marketing** - Google Digital Garage