

Hamza Shittu

hamzashittu7@gmail.com | (240) 467-6110 | <https://shi2.online> | <https://www.linkedin.com/in/hamza-shittu>

PROJECTS

“ProBill” Responsive Experience for Social Good, Google UX Design Professional Certificate Jan 2023 - Mar 2023

Role: Content Designer, Lead User Experience Designer, UX Researcher, UX Strategist, UX Writer, Interaction Designer

- Refined digital wireframes by administering 2 rounds of 5 usability tests, resulting in a 36% decrease in user time spent across all tasks
- Conducted 10 user interviews to gather and synthesize user insights to design user friendly and responsive web pages across various devices and screen sizes with accessibility considerations, like light/dark mode, language options, and sufficient color contrast for a better user experience
- Implemented content design elements by ideating product features and terminology with a user centered approach to develop an effective responsive web experience that lets users better understand how legislation affects their local communities
- Structured content for a responsive digital experience by crafting user navigations, flows, Information Architecture (IA), and a clear messaging hierarchy that is usable, accessible, easy to understand, as measured by a 97% overall User Satisfaction Score (USAT)

“Bucknell Makers” Design Studio App, Google UX Design Professional Certificate Aug 2022 - Dec 2022

Role: Content Designer, Lead User Experience Designer, UX Researcher, UX Strategist, UX Writer, Interaction Designer

- Designed low and high fidelity prototypes for a mobile app that allows users to more efficiently operate the services of the 3 design studios of Bucknell University: 7th St. Studio & Makerspace, Maker-E, and Mooney Labs
- Optimized user flows and visual design elements by orchestrating 2 rounds of 5 usability tests, resulting in a 0% user error rate across all tasks in the 2nd round usability test after integrating user insights
- Spearheaded UX research efforts by organizing 10 user interviews to design an intuitive mobile user interface that successfully addresses user needs and pain points, resulting in a 45% increase on average in the User Satisfaction Score (USAT) between each usability test

“BasedonBass” Web Audio App, Bucknell University Interdisciplinary Major Sep 2020 - May 2021

Role: Content Designer, Lead UX/UI Developer, Front-end Web Developer, Interaction Designer

- Employed front-end technologies, such as Javascript, HTML, and CSS3 to produce web based music application that allows users to create and perform their own low frequency bass sounds in real-time
- Researched best practices and coding standards to optimize front-end code for performance and scalability
- Designed, developed, tested, deployed and monitored web-based custom music software application to glitch.com, a cloud based platform that hosts projects built with front-end technologies, such as Javascript, HTML, and CSS3

EXPERIENCE

UX / UI Designer, Shi2, LLC May 2022 - PRESENT

Charlotte, NC

- Build and maintain relationships with 100s of prospective clients weekly by use of excellent communication when responding to customer emails, attending consultation meetings, and regular interactions to build effective web solutions that fulfill business needs
- Developed a custom ticketing system using Jira to troubleshoot design, website, and other technical support related to the web.
- Collaborate with 5 clients through the entire step of the web design process, from concept to deployment, using copywriting best practices to produce SEO optimized websites that adhere to client requirements and business needs, demonstrating my ability to manage multiple projects in a fast-paced, deadline-driven environment.
- Produced HTML and CSS3 mockups as needed and consistently delivered reports on site metrics and key performance indicators.

UX Research, Data Privacy, Bucknell University Jun 2019 - Aug 2019

Lewisburg, PA

- Plan and implement user research strategies and methodologies to investigate the privacy concerns of over 40 low income residents in the Northeastern and Central PA
- Conducted, organized, and facilitated 7 focus group interviews.
- Used Trint transcription software to analyze the qualitative data gathered from focus group interviews (12+ hours of audio).
- Extracted, combined and transformed data from focus group interview audio to present meaningful insights for design decisions.

CERTIFICATIONS

- **Google LLC, Coursera Inc.** – Certified in UX Design (2023), Digital Marketing & Ecommerce (2023), and Project Management (2022)

EDUCATION

- **Bucknell University**, Lewisburg, PA
- Bachelor of Arts: Interdisciplinary Major in Computer Science, Studio Art & Design, Music Technology
- *Posse Foundation Full-Tuition Leadership Scholarship*

SKILLS

User Experience (UX) Design · Figma · Visual Design · Jira · Responsive Design · Javascript · CSS3 · HTML · Front End Development · Qualitative Analysis · Qualitative Research · Copywriting · UX Writing · Wordpress · Adobe Suite · Search Engine Optimization (SEO) · Copywriting · Agile Methodologies · Project Management · Digital Marketing