


MAURICE UFITUWE


UX/UI DESIGNER

 Bonn, Germany

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 www.automotivedesign.tech

SKILLS & EXPERTISE

Design: Wireframing, Prototyping, UI Design, Usability Testing, Information Architecture

Research: User Interviews, Personas, Affinity Mapping, A/B Testing

Tools: Figma, Balsamiq, Justinmind, Notion, Asana

Languages: French (Native), English (C1 - Fluent), German (C1 - Fluent)

EDUCATION

UX/UI Design Certification

CareerFoundry | Berlin, Germany | Feb 2024 - Nov 2024

* Key Coursework: Usability Testing, Emotional Design, Information Architecture, Wireframing, and Prototyping.

Performance Marketing & Digital Strategies

Remote Online Training | 2003-2006

Undergraduate Studies in Business Administration (MBA)

University of Trier | Trier, Germany | 1989-1992

ACHIEVEMENTS &

ADDITIONAL INFORMATION

* Published a book on mobile marketing strategies, adopted by leading academic institutions.

* Successfully improved visibility for over 60 local businesses through digital marketing campaigns.

* Member of professional UX/UI communities for ongoing learning and development.

CAREER OBJECTIVE

Passionate UX/UI Designer with a background in internet marketing, digital marketing, local SEO, and mobile app strategy. Skilled at solving complex problems, conducting user research, and creating user-centered designs that align with business goals. Proven ability to deliver engaging, accessible, and scalable digital products.

UX / UI PROJECTS

Payment Processor App for the Global South

Immersion Project at CareerFoundry | Feb 2024 - Ongoing

- **Problem:** Addressed the lack of inclusive and accessible payment solutions tailored for over 2 billion users in the Global South.
- **Process:** Conducted market research, competitive analysis, and user research, followed by wireframing, prototyping, and usability testing.
- **Solution:** Delivered a high-fidelity prototype featuring enhanced security, lower fees, transparent pricing, and innovative technologies to drive adoption

PROFESSIONAL EXPERIENCE

Customer Experience Specialist | Concentrix GmbH (Facebook Support)

Berlin, Germany | Jun 2021 - Nov 2021

- Provided tailored technical, administrative, and marketing support, achieving an average 75% customer satisfaction score in post-interaction surveys.
- Delivered precise account troubleshooting and escalations, ensuring zero unresolved cases within SLA deadlines.

Digital Marketing Consultant & Mobile App Strategist | Self-Employed (Ecommerce Maurice Victor)

Bonn, Germany | Jan 2007 - May 2021

- Developed and executed customized digital marketing campaigns for over 50 local businesses, leading to 100% first-page search results on Google for highly competitive keywords.
- Designed, launched, and maintained 15+ mobile applications for small businesses, achieving a 90% app adoption rate within the first three months post-launch.
- Led end-to-end project management for mobile app development, including UX design, coding strategy, and post-launch marketing, generating a 15% increase in client revenue.

Book Author | Ecommerce Maurice Victor

Bonn, Germany | Jan 2012 - May 2013

- Conducted extensive research on Smartphone-based customer engagement, identifying strategies that boosted mobile sales conversions by 20% for local businesses.
- Authored a book on mobile marketing strategies for local businesses, featured as recommended reading at universities in Hong Kong in 2016 and Poland in 2015.

Office and Administrative Support | Office for Children, Youth and Family - City of Bonn

Bonn, Germany | Aug 2001- Jun 2003

- Provided administrative assistance and information related to youth, family affairs and social issues for citizens, which led to appreciated and praised customer service.
- Streamlined office operations by introducing an updated filing system, reducing document retrieval time by 30%.