

ECHEZONA OKOLO

SUMMARY

I am an accomplished UX designer with over 5 years of experience at MTA. During this time, I have gained extensive experience in user research, information architecture, interaction design, and usability testing. I have collaborated with cross-functional teams to deliver products that meet user needs and business objectives. I am passionate about creating engaging and intuitive digital experiences that delight users, and I am constantly seeking out new challenges and opportunities to grow as a designer.



EXPERIENCE

SUPT - UX Designer MTA - New York City Transit 09/2017 - Current

Projects - MYMTA APP and MTA TRRAINTIME APP ([Click here](#))

- 1) Conducted user research and usability testing to understand user needs and pain points.
- 2) Developed wireframes, user flows, and prototypes to validate design concepts and gather feedback.
- 3) Collaborated with product owners, developers, and stakeholders to define project goals and requirements.
- 4) Created visual designs and design systems that align with the My MTA brand and enhance the user experience.
- 5) Ensured that design solutions are accessible and meet the highest standards of usability and user experience.
- 6) Presented product design ideas to stakeholders, both internal and external.
- 7) Stayed up to date with industry trends and best practices and share insights with the team.
- 8) Continuously iterate on designs based on user feedback and data analysis.

OMNY Project - The future of fare payment. ([Click here](#))

- 1) Conducted user research to understand NYC customer's users' needs.
- 2) Worked in a team that performed a usability study on of this new payment method.
- 3) Gathered actionable feedback from product users and communicated these updates to our design team and stake holders.

EDUCATION AND TRAINING

Google UX Design Professional Certificate 04/2023

Completed a rigorous training course designed with focus on:

- Foundations of users Experience (UX) design, Empathize, Define, and Ideate.
- Building wireframes and low fidelity prototypes in figma and sketch.
- Conducting UX designs research and testing early concepts.
- High fidelity designs and prototype in figma.
- Responsive web design in Adobe XD.

Movie Theater App - CASE STUDY ([Click here](#))

As part of Google's UX Design certificate, I designed a conceptual user-friendly app with design solutions addressing pain points derived from my user research.

Master of Science, Industrial Engineering Design. 05/2014
New Jersey Institute of Technology

Bachelor of Science, Mechanical Engineering Design. 05/2012
Western Michigan University

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SKILLS

- Information architecture
- Strong Interaction design
- Great in Usability testing
- Wireframing and prototyping expert
- Visual design
- Design thinking and problem-solving
- Collaboration
- Adobe XD, Figma, Sketch, Illustrator