FUNMILOLA FALANA

USER EXPERIENCE DESIGNER

User Experience Designer for the past 4 years advocating for inclusive design and crafting impactful user experiences across consumer web, mobile apps and e-commerce.

EXPERIENCE

Omnicom Health Group
Senior UX Designer - Dec, 2023 - Present
- Drive a strategic and conceptual vision across various projects within the patient journey.
- Collaborate with cross-functional partners to define the experience based on user needs, client goals and objectives.
- Generate high and lo-fidelity UX deliverables such as sitemaps, user flows, wireframes and working prototypes.
- Work with developers to provide guidance and validate implementation.

Razorfish
Senior Experience Designer - Jan, 2023 - Dec, 2023
- Orchestrate cross-functional collaboration with Product Managers, Project Managers, Creative, Content Strategists, Full Stack Developers, and Data Scientists to revamp the (client) Genesis USA digital shopping experience.
- Drive redesign efforts including Global Navigation, Car Configurator, and Vehicle Model Pages, optimizing user engagement.
- Identify strategic opportunities for enhancing business value and elevating user experience.
- Spearhead design tasks: user research, customer journey mapping, persona development, business analysis, ideation, and wireframing.
- Lead end-to-end UX process from inception to deployment, ensuring seamless execution.
- Deliver data-driven insights to guide prioritization of user experiences.
- Present and effectively communicate UX strategies to stakeholders, fostering alignment and informed decision-making.

Publicis Sapient
Experience Designer - Feb, 2021 - Jan 2023
- Enhanced Mercedes-Benz USA (MBUSA) and Mercedes-Benz Canada online engagement through innovative digital solutions.
- Led international collaboration with Daimler HQ on UX Design for Electric (EQ) Tools, facilitating seamless transition to electric vehicles.
- Successfully developed EQ Charging Calculator, driving significant user engagement with 8.4K hits since Oct 5 - Dec 31, 2022, and a 1.12% click-through rate.
- Optimized MBUSA's Mobile Global Navigation, reducing clicks and aligning content with user tasks.
- Contributed to Mercedes-Benz Equality in Action Committee, fostering diversity and inclusion discussions and programming.

Queen's Web
User Experience Designer Intern - Aug, 2020 - Feb 2021
- Crafted responsive websites for non-profits, collaborating closely with software engineers for user-centric solutions.
- Led user research efforts and transformed insights into actionable designs.
- Translated user stories and business needs into impactful design solutions.
- Produced sitemaps, wireframes, prototypes, UI elements, and other key deliverables.

CONTACT

https:/lolafalana.com

https:/funmilolafalana/linkedin

lolafalana.j@gmail.com

516-782-7548

SKILLS

User Experience Design
User Research
UX Audit / Heuristic Analysis
Wireframe
Prototype
Responsive Web Design
Stakeholder Presentations
Usability Testing
Collaborative
User Journeys
Content Strategy
Competitive Analysis
Accessibility
Design Systems

TOOLS

Figma
Sketch
InVision
Adobe Experience Manager
Jira / Confluence
Axure
Marvel
Miro

CERTIFICATIONS

IBM - Enterprise Design Thinking Practitioner
LinkedIn Learning - Equitable Product Design
Accenture - Digital Skills: User Experience
Google - Fundamentals of Digital Marketing

EDUCATION

General Assembly , 2019 - 2020 - *Certification*
User Experience Design Immersive

New York Institute of Technology , 2015 - 2017 - *Master of Arts*
Communication Arts (Digital Media)

University at Albany, SUNY , 2011 - 2015 -
Bachelor of Arts
Communications & Busines*s*