

PROMISE LUKE ISRAEL

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WORK EXPERIENCE

Product Designer(Intern). Nov 2023 - Dec 2023

YADA Academy, Kwara, Nigeria (Hybrid).

- Designed a ride-sharing application for undergraduates in Kwara state universities(majorly the University of Ilorin), which is pocket-friendly and helped in easy commuting.
- Collaborated with a team made up of three(3) other product designers to design the app within a tight deadline of three(3) weeks, resulting in an amazing experience for players and agents.
- Underwent UX research in order to study and interpret the market and worthy competitors.

Product Designer. July 2023 - Nov 2023

- Picked the PiggyVest app as a case study and redesigned it, therefore naming it 'Kólò', which is translated as 'Piggybank' in the Yoruba language.
- Highlighted some unnecessary information that could becloud the judgment of users and gave necessary adjustments where necessary.
- Visualized marketing content for social media platforms to expand the existing market database by 100%.

EXTRACURRICULAR ACTIVITIES

Digital Marketing Associate(Intern). Nov 2023 – Jan 2024

Scrutiney Inc., Kwara, Nigeria.

Scrutiney is a bespoke Branding and packaging company with a specialty in the Beauty Industry. Their primary services are: Strategy, Branding, and E-commerce Promotion.

- Managed of social media accounts on all platforms and creation of engaging contents.
- Wrote newsletters, blog articles, social media copies, advert scripts amidst others, as the role demands.
- Designed basic graphic content and internal presentations.

Chairman. Dec 2022 - July 2023

Unilorin Inter-Fellowship Bible Contest, Kwara.

- Led a 15-man committee to organizing the biggest bible-contest platform of the Christian body in the University of Ilorin.
- Grew the population of the participating fellowships and program attendees, astronomically by 30%.

Social Media Manager.

Oct 2021 – Dec 2022

Youths On Fire Network, Lagos, Nigeria(Remote).

- Consulted with the leadership to curate publication calendar, increasing account views and audience engagement by 5,000 in one (1) year.
- Curated contents, managed posting schedules and developed contents such as blogs and advertisements for social media including the ministry's website.
- Monitored online presence of ministry's brand, to engage with users and strengthen the relationships.
- Analyzed and reported social media and online market campaign results.

EDUCATION

University of Ilorin, Kwara.

Bachelor of Science and Education (B.Sc(Ed)).

AWARDS AND CERTIFICATIONS.

- YADA Product Design Certification, 2023.
- Google Hustle Academy Certification, 2023.

SKILLS, TOOLS AND INTEREST

Skills: Market and UX Research, Product Thinking, Design and Strategy, Team building.**Tools:** Google Workspace, Figma, Notion.**Interests:** UX Design, Product Strategy, Finance and Operations, Marketing and Communication, Making Global Impact, Making Jesus Proud.