Personal details

Suzzy Smith Mensah

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Date of Birth: 1998/12/27

Location: Available for Work in Stockholm, Malmo, Gothenburg

Summary

Product Designer with 4+ years of experience in designing, developing, and launching user-friendly digital products. Proven ability to translate business needs into user-centered design solutions, driving user engagement and increasing sales. Skilled in UI/UX design, front-end development, content management systems (CMS), and Agile methodologies.

Technical Skills and Certifications

1. Programming Languages: JavaScript, HTML, CSS
2. Frameworks: Express.js, Node.js (Express.js), React.js
3. Design Tools: Adobe Creative Suite (Photoshop, Illustrator, XD, After Effects) and Figma
4. Content Management Systems: Webflow, Framer, Tilda, Wix, WordPress and Shopify

5. Development Methodologies: Agile(Scrum)
6. Project Management Tools: Click Up, Asana, Jira
7. Additional Skills: User experience, User research, information architecture, usability testing, user interview, wireframing, prototyping, design systems, motion design

Work experience

UI/UX Designer   **10/2023 - 12/2023**
Remoteli (Freelancer)

- Designed and developed user-friendly web interfaces using Tilda CMS, resulting in a 114% increase in sales (15 units in 3 months) and a 15% reduction in support inquiries.
- Redesigned the Quirk survey platform interface using Figma, improving user experience and satisfaction by 20%.
- Increased user engagement by incorporating themed designs into the platform, leading to a 35% increase in participation during themed surveys.
- Simplified survey questions to improve data accuracy by 15% and overall usability, resulting in a 10% reduction in completion time.

Product Designer   **11/2022 – 03/2024**
Golden Coast Developers – Heritage 100 (Contract)

- Designed and developed user-friendly web interfaces using Tilda CMS, resulting in a 114% increase in sales (15 units in 3 months) and a 15% reduction in support inquiries.
- Collaborated with stakeholders to translate project requirements into user-centered designs, reducing development time by 10%.
- Conducted user research and usability testing, leading to a 15% reduction in bounce rate, 20% improvement in task completion time, and an estimated 10% increase in lead generation.

- Integrated HubSpot and Mailchimp, increasing lead conversion rate by 10% (30 additional leads/month) and email open rate by 25% with a 10% click-through rate.

Product Designer   06/2022 - 01/2023
[Walulel Limited](#)

- Created wireframes and high-fidelity designs using Figma, ensuring a user-centered approach to product development.
- Iteratively refined existing and new product features based on user feedback and usability testing, to enhance the user experience.
- Developed interactive prototypes to effectively communicate design concepts, fostering collaboration for feedback and iteration.
- Conducted user research to inform design decisions, ensuring final products met user expectations and business objectives.
- Collaborated with cross-functional teams, including developers and product managers, for seamless design integration and timely product delivery.

Product Designer & Manager   11/2021 - 07/2022
[SourceOne Management Services Limited](#)

- Created 50+ design assets for various materials using Adobe Illustrator and photoshop, contributing to the overall brand identity and marketing efforts.
- Developed website mockups & prototypes using Figma for stakeholders.
- Created brand guide for Rentmi, streamlining design communication.
- Updated WordPress website to reflect current events in the company.
- Maintained 99.9% website uptime and reduced bounce rate by 15%.
- Increased website engagement with 20% longer average session time.

- Improved website performance with 10% faster load times.

Product Designer & Manager   **05/2021 - 02/2022**
[Dogon Digital](#)

- Developed and customized WordPress websites for various client's projects, optimizing content presentation and user experience.
- Maintained and updated client's website content, ensuring timely information and accuracy.
- Collaborated with Chief Marketing Officer to develop and implement content marketing strategies across digital channels.

Languages

English (Fluent)
Swedish (Basic - willing to continue learning upon relocation)

Education and Certifications

Software Programming
2021 – 2022, Developers in Vogue.

Major courses: UI/UX Design, Mongo database, Node JS, Express JS, React JS, HTML, CSS and Github

Software Programming
2020 – 2021, Meltwater Entrepreneurial School of Technology (MEST).

Major Courses: UI/UX Design, Mongo database, Node JS, React JS, HTML, CSS and Github.

Digital Marketing and WordPress
2020 – 2020, Soronko Academy.

Major Courses: Graphic design and WordPress website development.

Bachelor of Science in Water and Sanitation
2017 – 2021, University of Cape Coast, Cape Coast (Ghana).

Major Courses: Applied Hydraulics, Engineering Economy, Fluid Mechanics and Analytical Chemistry.

Certifications

Google UX Design Certificate, Google
Introduction to Front-End Development, Meta
Social Media Management, Meta

JavaScript, IBM

Git, IBM

HTML and CSS, IBM

Web Development, IBM

Node.js, IBM

React and ECMAScript, IBM

Express Web Framework V2, IBM
Web Security, IBM