

# MICHAEL SHABI

Experienced & Multi-Skilled Branding Expert

Graphic/Web Designer/UI&UX Designer  
with interests and skillset in cloud computing

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## EDUCATION

**GRADUATE CERTIFICATE:** Cloud Data Management, 08/2023 | Conestoga College

**DIPLOMA:** Graphic Design, 07/2022 | Alison

**MASTER OF SCIENCE:** Computer Science 09/2020 | Nigerian Defence Academy

**BACHELOR OF SCIENCE:** Computer Science 09/2016 | University of Abuja

## CERTIFICATIONS

-MS-900 Microsoft 365 Fundamentals, 2022

-AWS Certified Cloud Practitioner, 2022

-ITIL V4 Foundation, 2020

- Introduction to Programming HTML and CSS 2019, Microsoft Technology Associate (MTA)

-Windows Server Administration Fundamentals 2019, Microsoft Technology Associate (MTA)

## AWARDS

Honor Roll 90%+| User Experience Designer  
Conestoga College

## SKILLS

### Tools

Figma  
Adobe XD  
Photoshop  
Illustrator  
InDesign  
Sketch  
CorelDraw  
After Effects  
Microsoft Office  
Keynote

### Project Management & Marketing

Facebook Ads  
Google Ads  
Klavyio  
Mailchimp  
Asana  
Slack  
Monday  
Miro  
Figjam  
Hotjar  
MS 365

### Design

Design Research  
Design Strategy  
User Interface  
Web Design  
Service Design  
User Research  
Prototyping  
Animation  
Branding & Identity  
Product Design  
Interaction Design  
Visual Design  
Front End Design  
Usability Testing  
Wireframing  
Interaction Design

### Programming

HTML  
CSS  
JavaScript

### CMS

WordPress  
Shopify  
Webflow

**Remote communication:** Email, phone, videoconferencing (Skype, GoToMeeting, Zoom), Google Drive, Wettransfer, filetransfer)

## EXPERIENCE

Jul 2016 Present | **FREELANCER** | ONTARIO, CANADA  
*Graphic, Web, UI/UX Designer*

- Providing clients with design solutions that help them achieve specific KPIs and other success metrics.
- Develop website layouts, templates, and unique branded looks for clients using HTML, CSS and Content Management systems.
- Design UI & UX in collaboration with engineering & design teams, ensure they align with usability heuristics & managed implementation of features.

Mar 2015 Jun 2016 | **FRUITYBe**  
*Brand Designer- Graphic, Web, UI/UX*

- Participated in client meetings to discuss project scope, expectations, and completion dates.
- Created app design and collaterals for clients in various sectors, such as real estate, technology, minning, agriculture, manufacturing, amongst others.
- Optimized aesthetics and user experience of companies' websites to enhance the user experience, ultimately catapulting the visit-to-lead and visit-to-order rations while slashing the page-abandonment rate by 70%

Jan 2014 Jan 2015 | **MYDesign Agency**  
*Graphic Design Assistant*

- Utilized "Design Thinking" methodology to work with clients, to create positive brand impression.
- Worked with brands to create adverts, brand management materials, and attracting and retaining new clients.
- Formatted print and web application designs for projects with varying specifications.
- Designed interactive graphics for products on different ecommerce platforms.

May 2013 Dec 2013 | **Bloom Initiative Agency**  
*Graphic Design Intern*

- Generated computer graphics and page-layout software, graphic elements and photography.
- Generated digital image files for use in digital and traditional printing.
- Edited and proofread documents before being published online or sent to print.
- Used Adobe Creative Suite to create images and layouts.