

# IKPONMWOSA O. OLOMU

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## WORK EXPERIENCE

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### BEACHBODY LLC

Senior User Experience Designer

Santa Monica, CA

02 | 2017 – Present

Redesigned the Coach Online Office experience for a network of over 400,000 independent coaches. Conceptualized and created new Customer Relationship Management and Graphical Genealogy features for coaches to manage their business and grow their network.

Implemented continuous discovery user research and synthesis for consumer-facing product pages. Lead A/B testing with Optimizely and Usertesting.com with Revenue and Add to Cart click events as primary success metrics.

### MEREDITH XCELERATED MARKETING

User Experience Designer

Culver City, CA

06 | 2015 – 02 | 2017

Designed delightful consumer-facing branded web experiences in addition to executing both qualitative and quantitative user research and testing.

Created user research procedures and reports, sitemaps, user flows, personas & scenarios, annotated wireframes, and rapid prototypes.

Clients: Benjamin Moore, Allergan, McCormick, Fluidmaster.

### HYFN

User Experience Designer

Hermosa Beach, CA

01 – 05 | 2015

Designed intuitive cross-platform consumer-facing user experiences from conception to release in collaboration with visual designers, software developers, and project managers.

Clients: The National Football League, Tostitos, Alorica, Connection Media.

## EDUCATION

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### UNIVERSITY OF MICHIGAN SCHOOL OF INFORMATION

04 | 2014

Ann Arbor, Michigan

Master of Science, Human-  
Computer Interaction &  
Health Informatics

### UNIVERSITY OF MICHIGAN COLLEGE OF LITERATURE, SCIENCE, & THE ARTS

04 | 2011

Ann Arbor, Michigan

Bachelor of Science,  
Neuroscience

## AWARDS

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### Sitecore Global Experience Award

03 | 2017

benjaminmoore.com

### Use of Co-Creation & User Generated Content

06 | 2015

Cannes Lions - Bronze

“What Lives Inside”

### Branded Content & Entertainment

06 | 2015

Cannes Lions - Bronze

“What Lives Inside”

## MEDIA MONKS

User Experience Designer

Venice, CA

05 – 12 | 2014

Conceptualized and designed user experiences for award-winning interactive websites, applications, and installations.

Developed the information architecture and user interface for WITHIN, a virtual reality (VR) iOS & Android application.

Created the interaction design for “Beneath the Surface”, an interactive VR Los Angeles Auto Show installation.

Clients: Adidas, Chrysler, Intel, San Francisco 49ers, Starbucks, Spotify.

## UNIVERSITY OF MICHIGAN, DEPARTMENT OF BIOINFORMATICS

User Experience Researcher

Ann Arbor, MI

04 | 2013 – 05 | 2014

Executed self-directed user experience research and synthesis for tranSMART, a computational medicine bioinformatics knowledge management platform.

Worked as UX Lead, communicating best practices to the entire department and creating shared UX Artifacts.

## UNIVERSITY OF MICHIGAN, DEPARTMENT OF CARDIOLOGY

Research Associate II

Ann Arbor, MI

04 | 2009 – 05 | 2014

Lead project design for the Global Registry of Acute Coronary Events, the Acute Coronary Syndrome registry, and the Michigan Anticoagulation Quality Improvement Initiative.

Published research in peer-reviewed national journals.

## Favorite Website Award

12 | 2014

“Meet Me at Starbucks”

## Merit Distinction Scholarship Award

09 | 2013

University of Michigan School of Information

## Scholar Recognition Award

09 | 2007

University of Michigan College of Literature, Science, & the Arts

## PROFESSIONAL SKILLS

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### INTERACTION DESIGN

Wireframes, sketches, and interactive prototypes.

Tools: Adobe Creative Suite, Axure Pro, Invision.

### USER RESEARCH

Semi-structured stakeholder Interviews, persona & scenario development, survey design, multi-variate data analysis, A/B testing, remote usability testing.

### INFORMATION ARCHITECTURE

Sitemaps, user flows, heuristic evaluation, content strategy, card sorting, ontology and taxonomy development.