Efosa Omorogbe

Senior Frontend & UX Developer - Velocity Black

London

Hi@EfosaSO.com

+44 7931 636827

A Growth & UX Engineer committed to making the world a more accessible place. I'm very passionate about creating accessible web and mobile apps that serve all types of users, I'm a person myself who've suffered from motion sickness & visibility issues using the web and mobile apps.

I quickly realised accessibility is something not a lot of developers are aware of or cater for in their code, but they're the last to get their hands on apps before it's delivered to users. So I taught myself to code to tackle this issue and raise awareness of it in the organisations I work with.

Personal Details

Eligible to work in the UK: Yes
Highest Level of Education: Bachelor's
Industry: Accounting, Administrative Assistance, Analytics, Arts & Entertainment, Banking & Finance, Education & Instruction, Software Development, Sports, Technology

Work Experience

Senior Front End Developer

Velocity Black - London
January 2022 to Present

Brought onto the team to work on the React Native & web monorepo app and improve its accessibility for our users.

Taking the lead in not only improving UX & accessibility but also improving the developer experience and making it so that it's not such a heavy load for team members to focus on those standards. This work involves working on a component library with accessibility APIs built-in and, from time to time, giving presentations to bring the team up to speed on UX & Accessibility standards.

Also working with the team to develop the internal and bespoke request management platform, Gravity. It is built with React and Node.js microservices, virtually augmenting our expert customer service agents with AI, and delivering the unrivalled personal service our members expect and love.

Day-to-day work involves:
• Led design, development, testing and implementation of features and system components, tools and utilities, and analytics to manage complex business functions
• Resolve coding, testing and escalated platform issues of a technically challenging nature
• Advanced proficiency using TypeScript, redux, RxJS

• Strong focus on testing (automated tests, unit testing, integration testing, TDD with jest, enzyme, cypress & react testing library)
• Maintaining & developing a cross-platform (native & web) component library and theming system to use with various white-label apps
• Optimising mono repo codebase to improve developer experience with better tooling and code refactoring
• Improving accessibility on a component level for better UX and catering to users with accessibility needs
• Code reviews and managing peer progression of new less senior team members
• Bash scripting to automate our deployment for the monorepo app an internal tool using Circle CI
• Building real-time UI's
• Stay on top of the latest JavaScript/ES versions and trends
• Technology stack - https://stackshare.io/velocity-black/velocity-black
• Working with large data sets

Freelance Designer
Myself - London
October 2011 to Present

Graphic / Web / UI & UX
Specialising in UX Design.

Previous work has involved working in an agile environment planning, wireframing and designing user experience journeys. Crafting Personas, designing UX goals and using user research and A/B testing to achieve goals.

Prototyping user experience journeys and experimenting with UX scenarios, again using real user experience data to aid this process.

Building applications with WordPress & JavaScript/React with a heavy focus on UX

Seniore Frontend & UX Developer
Hivemind Technologies LTD - London
August 2019 to December 2021

Working alongside an exceptional data science and engineering team to improve and evolve the user interfaces of our SaaS platform. The platform was originally built as an internal tool within a quantitative investment management company, and I have taken the leading role as we continue the process of redesigning it to be more user-friendly and appropriate for a broader, less technical client base.

The role involves leading design and development discussions, prototyping new features, demonstrating them to peers and relevant teams across the company, developing UX research plans, getting feedback from users, iterating as necessary and repeating that process. Also, working on the front end using JavaScript/React to build out components and interfaces, running tests with jest/enzyme/testing library.

Day-to-day work involves:
• Led design, development, testing and implementation of features and system components, tools and utilities, and analytics to manage complex business functions
• Resolve coding, testing and escalated platform issues of a technically challenging nature
• Advanced proficiency using TypeScript, redux, RxJS

• Strong focus on testing (automated tests, unit testing, integration testing, TDD with jest, enzyme, cypress & react testing library)
• Maintaining & developing a web component library and theming system
• Improving accessibility on a component level for better UX and catering to users with accessibility needs
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• Working with large data sets

UX Executive

National Rail
August 2017 to July 2019

Working together with website owners, researchers and product managers to understand user needs and behaviours for NRE's websites, I've defined over 30 UX improvements that have brought in an extra £12m + in revenue to NRE optimising for better user experience.

My UX work ranges from small text changes in menu navigation, to complete experience changes with redesigns you can explore in the My Interrail project. Overall, by being the product owner of A/B testing & MVT programmes to deliver on UX improvements, I've been able to provide substantial value to NRE users with my UX skills.

Senior Digital Designer

Offercard - London
January 2017 to June 2017

Joined as a Digital Designer & Brand Designer to all operations of the business. Developed and maintained company website and branding material.

My work includes:
• SEO Image Optimisation for website
• Creating brand logos
• Developing marketing material such as brochures & flyers
• Designing pitch decks
• UX Design for new app and website
• Maintaining key client relationships

Full Stack Developer

Talent in, Talent out LTD - London
September 2015 to June 2017

TiTo is a passion project focused on improving the employment experience for students & recent graduates.

A lot of students finish their studies and are faced with the same problem, how do you get a job with no experience?

A catch 22 that lead me and a childhood friend to co-found TiTo. Originally starting as a freelance app for students to gain experience while studying, earning us over £3k worth of sales in our first 3 months, it grew into a platform to improve the employment experience for both students and recent grads.

We've connected with over 5,000 young people to understand how to make job searching better for them. Spoken at various universities and put on workshops to improve their employment chances.

It's a project that has challenged me as an individual and developed me into a multidisciplinary in a few short years expanding my UX Design & Full-Stack Development skills.

Built & designed TiTo mobile app using Angular, Typescript & Ionic Framework
• Created reusable themed components implementing SCSS
• Created classes that utilise models and interface (extending the complement inheritance methodology)
• Converting modules to lazy loading modules
• Refactoring code for human readable efficiency
• Delivering UX/UI features and improvements needed to achieve our business goals
• Performed UX testing with users to drive onboarding funnel completion and optimising for
• Troubleshooting & optimising code base for speed and size

Built & designed TiTo web application using Laravel PHP
• Setting up a server with PHP
• Using composer to generate controllers, models & migrations
• Planning & setting up relational databases with foreign keys and indexes with MySQL
• Creating RESTfull APIs
• Creating blade templates with components, layout extending, slots and template variables
• Troubleshooting & optimising code base

Freelance Designer
Ogilvy & Mather
October 2014 to December 2016

Digital Content / Graphic / SEO / Presentation

Joined as a freelance designer to all Ogilvy Group UK companies. Most of my time was spent developing pitch presentations that won the agency new clients, notably my work on the EY pitch deck was helpful in gaining them as a client.

My work involved:
SEO Image Optimisation for these brands:
Depend | Kimberley Clarke | British Gas | Expedia | AMEX | QANTAS | Social Media Week | Digital Shoreditch

Designing & Concepting Pitch Decks for:
TATA | EY | British Gas | Hogarth & Ogilvy | Transport For London

Creating Digital Interactivity:
IHG GIF's | British Gas Cinemagraphs | TouchCast interactivity for pitch decks

Junior Creative
Ogilvy & Mather - London
January 2015 to March 2015

Brand & Campaign Development

Joined the creative leadership team for brands BT, British Gas, Nescafe & PHE's Change4Life working alongside creative directors Emma de la Fosse and Charlie Wilson. Work involved copywriting emails and articles, storyboarding consumer interaction campaigns and art directing for social media.

Education

BA in Graphic Design
Essex University - Essex
October 2011 to June 2016

BSc in Computer Systems Engineering
Westminster University - London
October 2010 to June 2011

Skills

- Sketch (4 years)
- Prototyping (4 years)
- Adobe Creative Suite (10+ years)
- Marvel App (4 years)
- UX (5 years)
- Javascript (4 years)
- Mysql (4 years)
- Typescript (4 years)
- Hybrid App Development (4 years)
- Angular (4 years)
- Angularjs (4 years)
- Javascript (4 years)
- PHP (4 years)
- React
- UI
- Front End
- Front-End
- CSS3
- HTML5
- User Interface
- Jquery
- Bootstrap
- Node
- User Interface
- Front-End Development

- User Interface (UI)
- Node.js
- CSS
- React Native (5 years)

Links

http://EfosaSO.com

http://MEDIUM.COM/ESO-DESIGNS