

# PETER ROSANWO

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## SUMMARY

As an experienced digital designer with over 4 years in the industry, I have developed a keen eye for creating user-centered digital products that deliver exceptional user experiences. My design philosophy is centered around creating human-centric designs that prioritise user needs, preferences, and expectations. Throughout my career, I have demonstrated my ability to create engaging and intuitive designs that connect with users on a deeper level, resulting in increased user engagement, retention, and conversion rates.

### ANTIBLANKS

**Middleweight Digital Designer**  
Aug 2021 - Present  
London - Hybrid

- Successfully led the end-to-end UX/UI design of digital products such as cross-platform iOS and Android mobile apps, responsive websites, and immersive experiences, ensuring that my designs are user-friendly, visually appealing, and exceeding the clients' needs.
- Collaborated seamlessly with project managers, developers, and other designers and creative directors to find innovative solutions that exceed project goals and client expectations.
- Demonstrated my exceptional branding skills by developing cohesive visual identities and brand voices for various apps and websites, ensuring a consistent brand experience for users.

### COWRIE SCHOLARSHIP FOUNDATION

**Lead UX Designer**  
Jan 2020 - Jun 2021  
Reading - Remote

- Led a team to successfully rebrand client's foundation with a comprehensive design solution for brand identity and website.
- Spearheaded compelling visual identity and brand positioning through a thorough design process and research.
- Utilised the full Adobe suite and Squarespace for the design and development of the brand.
- Created creative advertising content for various media while maximising brand awareness for target audience.

### UOR TGC DEPARTMENT

**Visual Designer**  
Jan 2019 - Jun 2020  
Reading - On site

- Successfully designed and implemented a user-friendly external wall graphic using my expertise in wayfinding design.
- Conducted extensive research and surveys to gather insights on clients and users, and incorporated them into the design process to accurately represent the department, resulting in increased engagement and positive feedback from tutors and students.

## EDUCATION

**University of Reading | BA Graphic Communication**  
2018 - 2021 | Award: 2:1

**Brentwood County High | A Level**  
2016 - 2018 | Art: B, Geography: B, Politics: B

## SKILLS

Design Tools	Design Skills	Prototyping
Adobe suite	Wireframing	XD
Squarespace	User testing	Invision
Wordpress	Prototyping	Sketch
Canva	UX Researching	Figma