

+1 (226) 386 6388
naomiiibharia@gmail.com
Canada

Portfolio link:
www.naomiverse.com
www.graphics.naomiverse.com

Naomi Itua-Ibharia

Summary

I am a creative and detail-oriented designer with 8+ years of experience in **UI/UX design** and **graphic design**, blending strong aesthetics with strategic problem-solving. My expertise spans design strategy, prototyping information architecture, and impactful brand visuals across print and digital platforms ensuring intuitive and seamless user experiences. I recently participated in the CIGan National Skills for Success Hackathon in Canada, where my team won for evaluating a website's accessibility, adaptability, and inclusivity while ensuring compliance with WCAG guidelines. This experience reinforced my skills in user research, accessibility, and collaboration, demonstrating my ability to apply design principles in real-world scenarios.

Beyond design, I thrive in cross-functional collaboration, using strong communication skills to bring ideas to life. My passion lies in making technology accessible and user-friendly, crafting digital products that resonate with people globally. Whether designing interfaces, refining user flows, or ensuring inclusivity, I am dedicated to creating engaging and impactful user experiences.

CORE COMPETENCIES

- UI/UX Design
 - User Research & Testing
 - Wireframing & Prototyping
 - Information Architecture
 - Graphics design & Branding
 - Stakeholder Management
 - Accessibility & WCAG compliance
 - Agile/Scrum Methodologies
 - Photoshop, Illustrator, After Effect,, Figma, Sketch
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Experiences

Print Studio

UI/UX / Graphic Designer | Feb 2018 - Present

Key Responsibilities & Contributions:

- Designed intuitive and visually appealing user interfaces for mobile and web applications
- Developed branding and visual identity elements, including logos and original illustrations
- Created user-friendly mobile app interfaces tailored to client needs and industry best practices
- Designed an AI interview coach that focuses on accessibility for neurodivergent individuals
- Worked closely with clients and internal teams to understand project requirements, define creative direction, and deliver tailored design solutions.
- Structured content layouts and navigation flows to optimize usability and ensure seamless digital experiences.
- Managed multiple projects simultaneously, meeting deadlines while maintaining a high standard of design quality and client satisfaction.
- Contributed to the creation and evolution of brand identities, including logo design, typography, and visual guidelines.

Value Add: Increased company revenue by 89% within one year by improving client experience across interactive media and building more valuable client relationships. In 2024, we had 90% of our first time clients returning to work with us due to what was termed exceptional client satisfaction.

StackSpace

UI/UX / Graphic Designer | Mar 2021 - 2025

Key Responsibilities & Contributions:

- Designed and prototyped high-impact applications, including a restaurant reservation app and movie ticketing platform
- Conducted user research and competitive analysis to inform design decisions
- Led usability studies and developed high-fidelity prototypes, incorporating user feedback for continuous improvement
- Collaborated with cross-functional teams to ensure design consistency and adherence to brand guidelines
- Designed a payment and utility mobile app prototype, providing valuable insights for product strategy refinement

Value Add: Designed a payment and utility mobile app prototype, providing the company with valuable insights into user needs and feature requirements. My design helped clarify essential functionalities, enabling the team to refine their product strategy for a more successful and user-centric development and launch.

Unbound (*Fanshawe College*)

UX Designer (*Internship*) | Jan 2025 - Apr 2025

Key Responsibilities & Contributions:

- Collaborated with stakeholders to ensure design visuals aligned with event themes and objectives.
 - Developed a detailed visual process flow for the event, dividing it into pre-event, event day, and post-event stages for better structure and clarity.
 - Worked closely with organizers to gather design requirements, offer creative input, and ensure brand consistency across materials.
 - Managed design tasks within the team, ensuring smooth coordination, timely delivery, and high-quality outputs.
 - Refined an existing magazine layout to improve visual hierarchy, enhance usability, and create a more engaging and attractive design.
 - Enhanced accessibility and readability through thoughtful typography, color choices, and layout adjustments, and incorporated interactive elements to boost engagement.
 - Proposed signage and navigation designs to improve wayfinding and accessibility for event attendees.
 - Suggested post-event survey designs to help collect feedback and guide improvements for future events
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Prifina

UI/UX Designer (*Contractor*) | May 2023 - Dec 2023

Key Responsibilities & Contributions:

- Designed key interface elements for an AI-assisted job search platform, including logo, onboarding screen, and resume builder
 - Created a data visualization widget prototype for the Facebook app, enhancing data representation and user interaction
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Education

PGD, User Experience Design | Fanshawe College, Ontario, Canada

B.Sc., Computer Science | University of Port Harcourt

CERTIFICATIONS

- Google UX Design | Coursera (Jan 2023)
- Foundation of User Experience Design | Coursera (Dec 2022)
- Certified Human Resources Manager | Global Edulink (Mar 2020)
- Certified International Project Manager (CIPM) | Joint Professional Training & Support