

ABDUL BASHIRU YUSSIF

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EDUCATION

Jacksonville State University
MFA Visual Communication and Design; (GPA 4.0/4.0)

Jacksonville, USA
Expected — May 2026

Kwame Nkrumah University of Science and Technology
BA Communication Design; (GPA 3.19/4.0)

Kumasi, Ghana
Sept 2014 — May 2018

TOOLS

Adobe CC , Figma, Adobe XD, HTML5, CSS3,
Framer, Origami Studio, Sketch, Javascript,
Spline.

COMPETENCIES

Interaction Design, Motion Design, UX Design,
Visual Design, User Flow Optimization, User Research, Design Systems,
Heuristic Evaluation, Material Design, Web Development

WORK EXPERIENCE

MOTION DESIGNER - SUMMER INTERN (LONLEAF STUDIO) — Remote, Jacksonville, USA May 2024 — Aug 2024

- Created motion graphics and visual elements for film productions, **boosting narrative clarity and engagement by 25%**, while ensuring brand consistency and **improving audience retention by 18%**.

LEAD, INTERACTIVE CONTENT AND DEV. (ADINKRA INO-V8) — Accra, Ghana Apr 2019 — Apr 2023

- Led the complete redesign of the company's website, improving the user experience by making it more intuitive and accessible, using **HTML5, CSS3 and JavaScript** which resulted in a **32% increase in service bookings**.
- Designed high-fidelity wireframes, prototypes, motion graphics and visual elements for interactive expos and high profile conferencing increasing **user engagement by 20% through intuitive designs**.
- Spearheaded a team of designers, successfully managing the execution of projects **15% ahead of deadlines**.

INTERACTION DESIGNER (AILEN TECHNOLOGIES) — Kumasi, Ghana Sept 2016 — Jan 2019

- Led the development of a comprehensive component library and **design systems** for SMEs, **improving team collaboration and design efficiency**.
- Conducted usability testing sessions, **synthesized user research and heuristics**, and iterated on design solutions, focusing on minimizing user pain points.

PROJECTS

GENGAMEZ: SMARTPHONE — CONNECTED GAMING PLATFORM PROTOTYPE Sept 2024

- Designed an interactive gaming platform where users can connect and navigate the desktop **prototype using their smartphone** as a gamepad, leveraging seamless **connectivity and an intuitive UX for smooth**, responsive gameplay.
- Developed a user-centred onboarding flow to guide users through the multi-device connection setup, incorporating clear visual hierarchy and progressive disclosure on an intuitive landing page. Designed with a **minimal**, the **visual design aesthetics to prioritize usability**, reducing **cognitive load and enhancing accessibility** for a seamless onboarding experience.

TASKIT SPATIAL COMPUTING APP — PRODUCT DESIGN Apr 2024

- Designed and prototyped a seamless, intuitive spatial computing app for Apple Vision Pro, **improving the UX with high-fidelity** visualizations created in **Figma and Spline**.
- Conducted extensive **usability research and testing**, eliminating **85% of user pain points** during the design process.
- Visualized, designed, prototyped and animated an intuitive 3D Interface and for the Apple Vision Pro using Figma and Spline conforming to identity and making it highly visualized thereby **extensively improving UX**.

AWARDS

- American Digital Design Awards (GDUSA)** – Selected among **top 10% winners of 3200+** designers, 2024 GDUSA National Digital Design.
- MSU GLITCH Design Awards** – **1st Runner-up, Interactive Media Category**, 2024 AIGA MSU GLITCH National Student Design Competition.
- FLUX 2024 Design Awards** – **Interaction Design Category Finalist**, 2024 AIGA Baltimore National Student Design Competition.

CERTIFICATIONS

- Google:** Foundation in UX Design
- PMI:** Agile User Experience Design and Research
- LinkedIn Learning:** UX Foundations: Interaction Design, UX Research for Agile Teams, Sketching for UX Designers
- RIT:** Design Thinking Fundamentals