

sopuruchi ndubuisi

award winning product & visual designer with experience solving complex problems in the enterprise & saas space. passionate about accessibility, innovation and artificial intelligence.

experience

slack

ux design intern | may – aug 2023

enterprise team, workflow analytics

- led the design of workflow analytics, a dashboard providing insights into workflow usage for organizations, closing a \$48.5 mil product gap.
- conducted user interviews with slack admins from 20 companies such as oracle, airbnb, mckinsey, etc
- actively participated in critique sessions with design team to collaboratively review and enhance design directions.
- facilitated handoff of final designs to the development team, currently in the implementation phase.

salesforce

ux design intern | may – aug 2022

tableau mobile, data guide

- optimized data guide for mobile and tablet users. ensuring that 2 million users can now access data insights on mobile.
- conducted user testing with 30 current Tableau users, yielding valuable feedback on features and usability.
- collaborated with developers to analyze feasibility of design solutions, and facilitate design hand offs fo execution.
- presented final intern project to leadership – vp of user experience design, director of user experience design.

data culture

data visualization & design intern | aug – nov 2022

hopelab, project imi

- visualized data through illustration and interactive web elements to educate over 10,000 monthly visitors of Imi.
- product awarded healthy teen 2022 award for improving the mental wellness of lgbtqia+ and bipoc youth.

jam city

visual design intern | jan – may 2022

disney emoji blitz, harry potter hogwarts mystery

- drove 1.5M+ unique user impressions through asset creation for user acquisition and game promotions.
- led creative production for marketing campaigns targeting 3.2M+ players, optimizing strategies with creative insights.

clients

national basketball association

visual designer | 2023 – 2024

nba all stars 2024

- developed and executed brand design and creative direction in collaboration with the NBA for the 2024 nba all stars weekend, contributing to the creation of distinctive branding elements and captivating illustrations for the live show.

target

visual designer | 2023 – 2024

nba all stars 2024

- collaborated as a designer in the creation of target's black beyond measure 2024 collection. successfully launching in 2000 target stores nationwide and selling out in 2 weeks.

contact

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education

fisk university

bachelors sci. design

aug 2020 – may 2024

grow with google

ux design certificate

aug 2021

tools and skills

tools

figma

adobe suite

framer

sketch

miro

gemini

skills

visual design

interface design

prototyping

user research

wire framing

illustration

achievements

stanford university design fellow 2024

utilized design thinking to collaborate with a global community (10,000+ in 50+ countries) to promote innovation, entrepreneurship, and lasting institutional change in higher education.

adobe design fellow 2023

1 in 40 fellows selected to participate in professional development program to be prepared and empowered for careers at Adobe and in tech

nfl battle of the brains hackathon 2022

emerged 1st out of 35 participating colleges at SXSW and winning \$85,000 in prizes for my college. collaborated with teammates under 24hrs to develop a gamified platform of discovery for hbcu talents interested in professional opportunities in the NFL and sports industry.

zillow housing hackthon 2022

emerged 2nd out of 65 participating colleges and winning \$15,000 in prizes. collaborated with teammates for a week to create "hey roomie" the first-ever rental integration which utilizes machine learning to help users find potential co-leasers to rent apartments with.

pimco future leaders scholar 2022

1 of 50 recipients of a \$20k scholarship awarded to future leaders in finance out of 3000+ applicants.

western digital creators award

1 of 5 recipients out of 500+ applicants