

# Bobby Omoregbee

Communication Designer



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Portfolio

## Experience

### Florida A&M University, Graduate Assistant

JAN 2024 - PRESENT, TALLAHASSEE, FL

Research focused on the impact of digital technology in marketing, emphasizing user experience improvements. This research aims to understand how digital tools and platforms can enhance the customer journey and drive better engagement.

### 3M, User Experience Designer

MAY 2022 - AUG 2022, ST. PAUL, MN

Developed innovative and environmentally conscious packaging designs focusing on user-friendly navigation and accessibility. Collaborated with cross-functional teams to advocate for user-centered design ideas. Conducted observational research to gather insights into consumer behavior, influencing strategic design decisions.

### Florida A&M University, Graphic Designer

MAY 2021 - MAY 2022, TALLAHASSEE, FL

Influenced tone and messaging through creative pitches, improving brand engagement. Ensured consistent branding across various materials, enhancing the user experience.

## Training

### Google: Foundations of User Experience (UX) Design

Acquired comprehensive understanding of UX design principles, focusing on user-centered design that prioritizes usability.

### Design-Led Strategy: Design thinking for business strategy and entrepreneurship

Gained insights into customer-centric design strategy and innovative service enhancement.

## Education

### Florida A&M University

JAN 2024 - PRESENT, FLORIDA  
Master of Business Administration

### TNS - Parsons School of Design

AUG 2022 - MAY 2023, NEW YORK  
MPS, Digital Product Design

### Florida A&M University

AUG 2016 - MAY 2022, FLORIDA  
B.Sc., Communication Design

## Skills

**UX/UI Design:** Human-Centered Design, User Persona Creation, Empathy Mapping, User Journey Flows, Prototyping and Wireframing (Sketch, Figma, Adobe XD), Responsive Design, Information Architecture

**User Research:** Usability Testing, A/B Testing, Remote User Testing, UX Research, Observational Research

**Graphic Design:** Brand Identity Design, Adobe Creative Suite, Motion Graphics, Illustration

**Development:** HTML/CSS

**Soft Skills:** Obsessive Attention to Detail, Interpersonal Communication, Simplification, Systems Thinking, Collaboration, Can-Do Attitude, Self Awareness, Organization