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, HTML & CSS, Framer
Origami Studio, Sketch, Javascript,
Spline.

COMPETENCIES

Interaction Design, Motion Design, UX Design,
Visual Design, User Research, Design Systems,
Material Design, Web Development

WORK EXPERIENCE

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

- Developed motion graphics and visual elements for contemporary film productions, enhancing narrative clarity and **engagement by 25%**, while ensuring seamless integration across digital platforms and maintaining brand consistency, **ultimately improving audience retention by 18%.**

INTERACTIVE CONTENT AND DEV. LEAD (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 **HTML/CSS and JavaScript** which resulted in a **32% increase in service bookings.**
- Designed high-fidelity wireframes, prototypes, and front-end visuals for interactive expos and events, resulting in a **20% boost in user engagement.**
- 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 and designed components library and design systems for SME's to expedite the design process for the company's teams.
- Conducted usability testing sessions, **synthesized user research and heuristics**, and iterated on design solutions, focusing on minimizing user pain points.

PROJECTS

TASKIT SPATIAL COMPUTING APP — PRODUCT DESIGN
Apr 2024

- Designed a seamless user flow and interactive architecture for a spatial computing app targeting Apple Vision Pro, leveraging **Figma and Spline for high-fidelity visualization.**
- Extensively conducted usability research and testing, **eliminating 85% of user pain points** during the design process, resulting in a more intuitive user experience.
- 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.

MEMO AI — PRODUCT RESEACH
May 2024

- Researched accessibility challenges faced by visually impaired users, leading to enhancements in the Google Assistant mobile app for Android.
- Recommeded material design principles, resulting in a streamlined interface focused on accessibility and user engagement.

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.

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