Michael Annor

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EDUCATION

BSc. Computer Science, 2016 – Ashesi University. Dissertation: *A lightweight implementation of the internet of things*. (Magna Cum-Laude).

WORK EXPERIENCE

Independent Product Designer (January 2015 - Present).
- Designed a educational-media platform for distribution of various media formats (comics, videos, newspaper cut-outs, etc.) for learning in the classroom. Worked with a remote team to design user-flows, information architecture which were used for higher fidelity prototyping.
- Designed a new website for African Leadership Academy to mark their 10th anniversary and position their brand in line with their vision for the next decade. This involved auditing their existing information architecture and migrating content from the old site to the new.

Affinity Labs Africa: Product Designer (June 2019 - July 2019).
- Led design efforts in a development team of 4 to research and understand the needs of customers (and potential customers) for a new product roll-out. Run various workshops and synthesized learnings into insights used to set the roadmap.
- Designed the customer support experience for serving financially excluded customers who would be opening their very first bank accounts. Used a service blueprint to map out the service experience.

Hubtel: Product UX Designer (August 2017- April 2019).
- Designed elements of the e-commerce platform dashboard and tools for business owners to manage their accounts, inventory and loyalty programmes and finances.
- Designed the e-commerce consumer platform on the web that users used to manage their wallets, engage with businesses in order to boost sales for businesses on the platform and improve customer service.
- Designed a customer relationship management application to enable local businesses organise their customer lists in order to improve services and customer service.
- Designed a plug and play payment product to allow business owners receive payments from their consumers across multiple channels (e.g. social media, websites, etc.).

- Performed user experience audits across various platforms to inform design improvements for subsequent sprints.

The Cobalt Partners: UI/UX Designer (June 2016 - July 2017)
- Designed an online web portal for the Securities and Exchange Commission to provide stakeholders with the information necessary for operations.
- Designed and developed a school website for GIS to enable parents engage more with school activities and provide prospective parents with information when searching for a school for their children.
- Designed a sub-brand of the technology consulting company that focused on providing small businesses and enterprises with little exposure to the internet with a platform to get online and communicate with their customers.
- Performed user-research studies involving interviews, observations at PEG Africa, Ghana's largest Pay-As-You-Go and off-grid solar company, and synthesised their process flows across the organisation to successfully transition from one ERP to another.

PROJECTS

Open Day (2018 - Present)
- Product Management: Gathered requirements and synthesised responses in order to draw up a road map for the development of an ed-tech platform.
- Product Design: Designed paper prototypes and higher-fidelity interactive prototypes for the development of a minimum viable product.

WRITING

- [What is Snapchat Optimising For?](): A UX audit of an update to the Snapchat app (February 2018).
- [The Day You Became an Outstanding Product Designer](): Tips to excel and grow in the field of UX (February 2018).
- [Sacred Typography](): How careful typography can make reference texts like the Bible easier to engage with (May 2017).

COMMUNITY

Speaking

- A sketchy start to prototyping: Co-facilitated a workshop introducing participants to paper prototyping at the Design Thinking Ghana COnference (DTGC, June 2018).
- [No Frills Design](): Presented on a quick guide to help small, constrained teams build user-friendly applications. (ForLoop Ghana, February 2018).

Teaching

- [Ashesi Innovation Experience](): Worked as a Mentor and Program Assistant for the Design Module of the program to facilitate various activities that introduced about 100 high-school students to design thinking (2014, 2015).

<u>SKILLS</u>

Proficiency and Experience in:

- Wireframing, Interactive Prototyping, Frontend Web Development (HTML, CSS), Requirement Gathering, User Research, Usability Testing, User Experience Audits, Graphic Design and Branding.