

Isaac Conteh

Product Designer (UX/UI) | Research, Figma, Design Systems | Frontend: TypeScript, React, Next.js, Webflow

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SUMMARY

UX Lead at Vodafone Qatar with about five years of designing digital products for telecom, banking, property and e-commerce. I take work from research and flows through to polished UI in Figma, and I can build the frontend myself, which makes handoff faster and catches problems early. I worked on the Gulf's first Instant SIM and eKYC journeys, and I lean on analytics to check what users actually do after launch, not just what they say in testing.

EXPERIENCE

Digital User Experience Lead

Oct 2022 – Present

Vodafone Qatar | Doha, Qatar

- Lead UX for Vodafone Qatar's customer web and app journeys, from research and user flows through to UI design and launch.
- Worked on the Gulf region's first Instant SIM and eKYC digital journeys, so customers can buy a SIM and verify their ID online without visiting a store.
- Use analytics and behaviour tracking to find where customers drop off, then redesign those steps and check the results after release.
- Build and publish web content and landing pages myself, which keeps design changes moving without a long developer queue.
- Work with product, marketing and IT teams to agree UX priorities that also hit business targets.
- Top Achiever award 2023 and 2024. Employee of the Month, March and July 2025.

UX App Developer

Apr 2022 – Sep 2022

Guaranty Trust Bank | Freetown, Sierra Leone

- Designed customer journeys and app screens for the bank's digital products in Figma and Adobe XD.
- Built the matching HTML, CSS and JavaScript frontend in Scrum sprints, keeping the build true to the approved design.
- Kept interfaces consistent across the apps and produced brand graphics and ad creative.

Frontend UI/UX Designer and Developer

Jul 2021 – Mar 2022

Tamawal Inc. | Riyadh, Saudi Arabia

- Designed and launched the company's bilingual website (left-to-right and right-to-left layouts), customer dashboard and mobile app.
- Ran regular usability tests on Figma prototypes and fed the findings into the next round of design.
- Built frontend pages in HTML, CSS and JavaScript from the approved designs.

WordPress Developer

Aug 2021 – Nov 2021

CSI Properties | Kuala Lumpur, Malaysia

- Built and updated WordPress pages with the design team, keeping the site current and easy to use.

SELECTED PROJECTS

- Wapishi Online: UX and UI for a Kenyan food-ordering app, from user flows to final screens (wapishi.online).
- Sierra Sell: UX case study for an all-in-one e-commerce platform for Sierra Leone (Behance).
- HR Dashboard and Flixx Jobs: dashboard and job-search product designs with full case studies (Behance).
- 50+ freelance client projects since 2019 across web design, branding and e-commerce.

SKILLS

Design: Figma, Adobe XD, Sketch, Illustrator, Photoshop, Zeplin, design systems, wireframing, prototyping

Research and testing: Usability testing, A/B testing, user behaviour tracking, Google Analytics, data visualisation, design thinking

Frontend: HTML5, CSS3, JavaScript, TypeScript, React, Next.js, Angular, Vue.js, Tailwind CSS, responsive and mobile-first design, SEO, web performance

CMS and e-commerce: WordPress, WooCommerce, Shopify, Webflow, Framer, Magento, Wix

Ways of working: Agile and Scrum, cross-functional teams, remote collaboration

EDUCATION

MSc Data Analytics and Project Management <i>Arden University United Kingdom</i>	2023 – 2025
BSc (Hons) Software Engineering with Multimedia, First Class <i>Limkokwing University of Creative Technology Cyberjaya, Malaysia</i>	2019 – 2021

LANGUAGES

English (fluent), Krio (native)