# Jorji Ampofo

UX, UI, System Development

jampofo@aledink.com
linkedin.com/in/jorji-a-869b2916/
www.aledink.design

## About

Interactive experience developer with a demonstrated history of working at different levels in the design industry. I have dedicated my career to designing and developing user centered interactive interfaces, with a focus on producing data driven user experiences that enhance human computer interaction and enable individuals, brand leaders, community leaders and more make informed decision and achieve conversion goals via a user friendly interface.

## Skills

Product discovery
Business analysis
UX research & testing
Customer journey mapping
Information architecture
Wireframing
Prototyping

UX/I design
Illustration
Interaction design
Design system development
Design sprints
Workshop facilitation
A/B testing

## Work experience

### Product Designer

General Motors, August 2021 - Present

- Collaborate with cross-functional teams to design and develop innovative solutions for GM products and business units.
- Conduct in-depth market analysis to identify new product improvement opportunities and consumer preferences.
- Set design requirements based on internal team insights and user research to ensure product success.

### Product Design Manager

Charles Schwab, Sep 2022 – Sep 2024

- Collaborated with cross-functional teams to design solutions meeting business needs and client satisfaction.
- Defined visual design approach for products, focusing on layout, color, spacing, and typography.
- Contributed to design system, ensuring accessibility and inclusivity in every aspect.
- Worked with research team to plan and conduct user research and testing.

### Product Design Lead

Do Good Points, March 2021 – January 2022

- Led design team in developing human-centered solutions to enhance user experience at Do Good Points.
- Defined requirements for product releases to ensure alignment with company goals.
- Benchmarked industry standards to drive innovation and creativity in design solutions.

### User Experience Designer

Savannah College of Art and Design, Dec 2012 – July 2020

- Led a team of designers in developing information architecture for online marketing campaigns, resulting in increased user engagement.
- Conducted user research and analysis to identify pain points and develop strategies for product improvement.
- Managed A/R campaigns to support marketing initiatives and maintained SEO standards site-wide.

## Education & Learning

### Master's in International Marketing

St. Joseph's University, 2011 – 2013

### Master's in Digital Design

Philadelphia University, 2007 – 2009

### Bachelor's in Graphic Design

The Art Institute of Philadelphia., 2004 – 2006