

# Dora Opare

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## Professional Summary

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I'm Dora, a UX/UI and Product Designer with experience designing accessible, user-centric digital products. With a software engineering background, I bring a structured, analytical approach to design while delivering creative and intuitive solutions. I specialize in end-to-end product design, from user research and journey mapping to wireframing, interaction design, high-fidelity prototyping, and usability testing.

I'm a strong communicator and collaborative team player with proven leadership skills and a deep sense of customer empathy. My toolkit includes but is not limited to Figma, Sketch, Balsamiq, Adobe Creative Suite, Canva, HTML, CSS, Java, and PHP, enabling me to bridge the gap between design and development.

## Work Experience

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### Senior UX Designer

Nov 2025 – Present

#### Exposure Ninja

- Led end-to-end brand and product design for *MineMyBrand*, crafting the logo, visual identity, and scalable design system using Adobe Illustrator and Figma.
- Designed intuitive user flows and core product experiences for *MineMyBrand*, an AI platform that reveals brand insights across LLM ecosystems (ChatGPT, Gemini, Perplexity).
- Transformed complex business and technical requirements into clear, human-centered experiences and actionable design strategies.
- Established design workflows, processes, and standards that improved cross-functional collaboration and accelerated product delivery.
- Created accessible, responsive, and forward-thinking interfaces, collaborating closely with product managers and engineers from concept to launch.

### UX Designer

Jun 2022 – Jun 2025

#### Staxo

- Designed accessible, responsive web interfaces and interactive prototypes in Figma, adhering to GDS standards and WCAG accessibility guidelines.
- Led end-to-end collaboration with product, engineering, and compliance teams, facilitating workshops and design handovers to align solutions with user needs and regulatory requirements.
- Created detailed brand identities, including logos, style guides, brochures, and flyers using Adobe Illustrator and Figma.
- Produced clear design specifications, information architecture, and user/process flows for use by engineers, project managers, and stakeholders.
- Designed and maintained Staxo's design system and component library, improving design consistency and development speed.
- Conducted user research and discovery to inform design decisions and ensure alignment with both business goals and user expectations.

## **Product Designer**

**Aug 2020 – Nov 2024**

### **Plendify**

- Designed the Plendify B2B Marketplace, a B2B SaaS platform enabling bulk and retail transactions under Plendify Inc.
- Led user research, interviews, and usability testing, collaborating closely with product owners, designers, researchers, and engineers to identify user pain points and validate solutions.
- Conducted research sessions with high-net-worth users and advisors, translating complex needs into streamlined workflows and intuitive design solutions.
- Facilitated scrum and sprint meetings, aligning cross-functional teams, including engineering, design, and product stakeholders, on priorities and progress.
- Managed B2B user accounts on the marketplace platform, resolving user issues, supporting account setup, and assisting with payment processes.

## **UX/UI Designer**

**Apr 2022 – Jul 2023**

### **JLS Trading Company**

- Contributed to the development and maintenance of JLS's design system and component library, ensuring UI consistency across products.
- Led the UX/UI redesign of the internal Pay-Per-Click Management Tool (PMT), enhancing usability and optimizing workflows for Amazon sellers using AWS infrastructure.
- Improved the user experience of the Inventory Management System (IMS), an AI and ML driven internal tool enabling Amazon sellers to track and manage inventory more efficiently.
- Trained and mentored UX/UI interns, overseeing their work and providing design feedback as part of JLS's internship program.

## **Software Engineer**

**Sept 2019 – Feb 2022**

### **Hetura Company Limited**

- Implemented front-end development for client web applications, ensuring seamless integration of design and functionality.
- Designed and developed 'KASA', a service rating system for banks and service centres, streamlining product management and user feedback processes.
- Translated wireframes into front-end code using HTML, CSS, Java, and PHP, ensuring seamless UI-functionality alignment.
- Refined the information architecture and content strategy for 'KASA' to improve user comprehension and overall usability.

## **Graduate Software Engineer**

**Sep 2018 – Jul 2019**

### **myApp Labs**

- Built the trip customization module for Ozpass, a tourism and trip-planning web application, enabling users to tailor their travel experiences.
- Led and supervised a team of software engineers in developing a custom Drupal module to integrate a third-party payment service not officially supported by Drupal.
- Worked across front-end and back-end systems, collaborating closely with designers and project managers.

## **Education**

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### **B.Sc. Computer Science**

Kwame Nkrumah University of Science and Technology, Ghana

**2014 – 2018**

## Certifications

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**Digital Skills: User Experience**

**FutureLearn & Accenture**

**2025**

Credential Link: <http://bit.ly/3IRuvrn>

## Technical Skills

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**Programming:** HTML, CSS, JavaScript, PHP, Java.

**Frameworks/CMS:** React, AngularJS, WordPress, Drupal.

**Design:** UI/UX Design, Product Design, Graphic Design, Interaction Design, Accessibility (WCAG), Visual Design, Wireframes, Prototypes, User Flows, User Journeys, Information Architecture, User Research, Usability Tests and Interviews.

**Tools:** Figma, Adobe Creative Suite, Balsamiq, Canva, Trello, Atlassian Jira, Lyssna, Maze, Survey Monkey, Zoom, Slack, Microsoft Office Suite, Miro, Lucid Charts, Heurio, Google Suite, Android Studio, PHPStorm.