



CONTACT

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EDUCATION

2022

VISUAL DESIGN: THE ULTIMATE GUIDE CERTIFICATE

Interaction Design Foundation (IxDF)

2022

UI/UX DESIGNER FROM SCRATCH CERTIFICATE

Interaction Design Foundation (IxDF)

SKILLS

- Conversion-Focused Web Design.
- UX & Information Architecture.
- WordPress Development.
- Figma Design Systems.
- Responsive Design.
- HTML/CSS.
- Performance Optimization.
- Analytics-Informed Iteration.
- Stakeholder Collaboration.
- SEO Fundamentals.

Odee Jairo

WEB DESIGNER & DEVELOPER

PROFILE

Web Designer and Developer specializing in creating and building high-performing, mobile-first websites and landing pages. I focus on clear user experience, visual hierarchy, and layouts that drive conversions. I have experience delivering real, production websites for growth, education, and environments with multiple stakeholders.

EXPERIENCE

2020 - Present

COECSA (Virtual College – Health & Education Sector (Africa-wide)

WEB DESIGNER & DEVELOPER (CONTRACT)

- Rebuilt a broken, mission-critical website used for programs, exams, conferences, and member engagement.
- Designed and built a responsive, conversion-focused WordPress site with clear information architecture and CTAs.
- Created Figma mockups and implemented a custom WordPress theme using HTML/CSS.
- Integrated forms, events, downloads, SEO tooling, and Google Analytics.
- Enabled multiple teams to publish campaigns and updates within 24 hours; improved performance, usability, and brand alignment.

Jan 2025 - May 2025

EU-BEEEP Programme / Trademark Africa

SUPPORTING EXPERT – PORTAL & FRAMEWORK DEVELOPMENT

- Designed UX structure and information architecture for a centralized web portal aggregating multi-partner initiatives.
- Translated complex data and reporting requirements into clear, structured digital layouts focused on clarity and usability.
- Defined a scalable portal framework to support real-time tracking, coordination, and stakeholder visibility.
- Collaborated with cross-functional teams to validate requirements and iterate on portal structure.