MAVIS NWAOKORIE

AI-First Product Designer & UX Strategist | Designer Who Builds

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PROFESSIONAL SUMMARY

AI-first Product Designer & UX Strategist with 3+ years of experience shipping intelligent, human-centered digital products across healthcare, education, and social impact. Proven track record of leading UX for 4 live AI-powered healthcare apps with 10,000+ downloads and 4.5+ star ratings. Unique combination of design expertise and full-stack development skills (React, Google AI Studio, Gemini) enables end-to-end product delivery from concept to deployment.

KEY ACHIEVEMENTS

- Led UX design for 4 AI-powered healthcare products achieving 10,000+ combined downloads and 4.5+ star ratings on Google Play
- Built and deployed 2 full LMS platforms using Google AI Studio with AI Slide Builder, Quiz builders, and assessment workflows
- Designed and developed AI Video Studio with ElevenLabs integration, Voice Cloning, and Avatar Lab features • Created scalable design system serving 4 interconnected products, ensuring visual consistency across web and mobile
- HNGX Finalist - highly competitive Africa-wide design internship program

PROFESSIONAL EXPERIENCE

Freelance Product Designer | *2026*

- **The SERAS Awards (Main Site):** theseras.com – Designed and developed the digital platform for the 20th anniversary of The SERAS, implementing an integrated administrative portal for form management and nomination tracking.
- **The SERAS Awards (Entry Portal):** entry.theseras.com – Engineered a dedicated entry and evaluation system featuring an administrative backend to manage 500+ registrations, judge allocations, and candidate submissions.
- **The SERAS Key Metrics & Strategic Outcomes:** Following the system overhaul, the platform achieved measurable enhancements in stability, accessibility, user engagement, and operational efficiency. Prior to re-engineering, the system exhibited critical vulnerabilities, including frequent latency, session timeouts, data loss, and architectural instability. Additionally, an obsolete user interface compromised user retention and applicant conversion rates. Post-implementation optimization yielded the following outcomes:
- **Up to 10% Increase in Application Volume:** Enhanced user experience and optimized conversion funnels drove a 10% increase in submitted applications.

- **Accelerated User Acquisition:** Streamlined registration architecture substantially increased user onboarding and platform interactions.
- **System Reliability & Stability:** Eliminated system crashes and latency issues, ensuring continuous uptime and data integrity.
- **Role-Based Stakeholder Portals:** Deployed customized interfaces to streamline operational workflows for applicants, adjudicators, and platform administrators.
- **Digitized Evaluation Infrastructure:** Transitioned the entire adjudication process online, enabling remote evaluation and removing physical logistical dependencies.
- **Centralized Administrative Oversight:** Implemented real-time monitoring and management controls for evaluation cycles and administrative operations.
- **Automated Organizational Data Intake:** Replaced manual outreach with automated digital form generation and collection for corporate submissions.
- **Reduction in Operational Overhead:** Digitized legacy manual operations, significantly lowering administrative labor and resource requirements.
- **End-to-End Workflow Automation:** Automated digital processing from initial entry submission through administration to final adjudication, reducing processing delays.
- **Optimized User Experience & Interface:** Redesigned UI/UX standards to deliver a modern, intuitive, and conversion-oriented digital environment.

The platform successfully modernized from an unstable, manual framework into a secure, automated digital ecosystem. This transformation enhanced user engagement for candidates while substantially mitigating operational complexity for administrators and evaluators.

- **Film Week Africa:** filmweek.africa – Designed and built the global platform for the Africa Film Finance Forum (AFFF), creating intuitive interfaces for cross-border collaboration and event management, complete with a robust admin backend.

Lead UI/UX Designer | Loopscribe Pty Ltd (MedScroll)

Sep 2023 - April 2026 | Remote (Australia)

Full-time | 4 Products | 10,000+ downloads | 4.5+ Google Play Rating

- MedScroll Core App: Led end-to-end UI/UX for web and mobile including Instant Quiz flow, Case Recall, Medical Trivia, and AI-powered game interfaces
- MedScroll Podcasts: Designed full listening experience with AI character interaction, achieving 4.6 star rating with 10K+ downloads
- MedScroll Clinical Exams: Created high-stakes AI clinical simulation platform for OSCE-style exam scenarios with

automated grading

- MedScroll Admin Platform: Built full web-based CMS enabling content authoring for podcast episodes, quiz banks, and AI virtual patient scripts
- Lumina Learning LMS: Designed and built complete LMS with AI Slide Builder, Quiz/Exam builders, and Flashcard systems using Google AI Studio
- AI Video Studio: Developed CapCut-style media creation platform with ElevenLabs Voice Library, Voice Cloning, and Gemini AI script generation

UI/UX Designer | Transparency Hub Network

2024 | Remote

Contract | transparencyhubnetwork.ai | Live Product

- Designed unified analytics dashboard with real-time chapter health, member demographics, revenue, and engagement metrics
- Created member management system with timezone-aware events, financial transparency tools, and AI Meeting Bot integration

UI/UX Designer | Lectie

Oct 2022 - Dec 2024 | Remote (Australia)

Full-time | Social calendar platform

- Served as product designer for social calendar platform blending calendar functionality with social networking features
- Designed event creation flows, social features, onboarding, and subscription experiences across web and mobile

Volunteer Staff - Communication & Training | Adesso Development Initiative

May 2021 - Present | Nigeria

Full-time | Youth development and advocacy

- Developed training materials and programs reaching 50+ students, supporting youth advocacy and civic engagement
- Managed cross-platform digital communication including social media, newsletters, and campaign content

PROJECTS

AkoraTales - Children's African Folklore Platform

- Designed and built storytelling platform preserving African folklore through local language narration (akoratales.vercel.app)
- Created interactive painting section where children paint scenes while listening to stories in their local language

Daily She - A personal growth companion.

- Built AI-powered fashion generator for Nigerian designers with gender-aware prompts, reference uploads, and Gemini-powered recommendations
- Implemented client creation, inspiration linking, and editable Designer Workspace with full mobile responsiveness

Omani Group Website - Nigerian Diversified Conglomerate

- Designed and built complete corporate website for multi-sector business (omanigroup.com)

SKILLS & EXPERTISE

Design & UX: Figma, FigJamPrototypingWireframing, Design Systems, Vector Illustration, User Research, Journey Mapping, Usability Testing, Interaction Design, Content Strategy

Development:HTML, CSS, JavaScript, React, Vercel Deployment, Responsive Design

AI & Emerging Tech: Google AI Studio, Google Gemini, ElevenLabs, AI-assisted Design-to-Code Workflows **Domain Expertise:**MedTech, EdTech, Social Impact, Governance Platforms, AI Products

EDUCATION & RECOGNITION

- HNGX Finalist - Highly competitive Africa-wide design internship program
- Ingressive For Good - Product Design Program (2022)
- Assistant National Secretary AE-Funai Alumni

PORTFOLIO & LIVE WORK

LinkedIn:https://www.linkedin.com/in/mavis-nwaokorie-294a1871?utm_source=share&utm_campaign=share_via&utm_content=profile&utm_medium=ios_app

GitHub: https://github.com/MavisBee

MedScroll:play.google.com/store/apps/details?id=com.loopscribe.medscroll

MedScroll Podcast :play.google.com/store/apps/details?id=com.medscroll.podcast

AkoraTales:https://akoratales.vercel.app/

OmaniGroups:https://www.omanigroup.com/

TransparencyHub:https://www.transparencyhubnetwork.ai/