

# NAME KNOWN AS: DAYO SAMUEL

## Personal Details

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## PERSONAL BIO:

I am a highly motivated and analytical individual with a passion for using data-driven decision making to drive product development. I am currently pursuing an MSc in Data Science and have a strong background in user experience design. My micro masters in UX Design and Evaluation, five years of industry experience, and solid foundation in data science equip me to analyze, design, and conduct experiments that deliver valuable insights and drive product innovation. My strong problem-solving abilities, attention to detail, and ability to communicate complex data to cross-functional teams make me an asset to any organization. I am eager to use my skills and knowledge to make a meaningful impact in the field of product growth, development, and provide solutions that improve customer experience.

## TECHNICAL SKILLS:

- *Data: R, Python, SQL, Machine Learning, Data Mining, Data Visualization, TensorFlow, scikit-learn, Keras, Spark, Databricks*
- *Design: Figma, Adobe Photoshop, Illustrator, Premiere, Sketch, XD, InVision*
- *Utilities: MS Office, Google Suite, ContentSquare, Slack, Jira, Trello, Google Analytics, TrymyUI, Hotjar, Microsoft Clarity, VWO, Mixpanel, Kissmetrics, Crazy Egg, UXCam, Adobe Analytics, Adobe Target, Tableau, Google Charts, Power BI.*
- *New Learnings: Java, Scala, HIVE, Spark, Docker, AWS*

## EDUCATION:

**[Sept 2022]– Current. [End date Sept 2023]**

MSc Data Science • University of Salford

**[2021]**

Micromasters Program, UX Design and Evaluation • HEC Montreal

**[Nov 2015]– [Dec 2019]**

Bachelor of Science, BSc Mechanical Engineering • Obafemi Awolowo University

## CERTIFICATIONS:

- *Conduct UX Research and Test Early Concepts - **Coursera** | Create High-Fidelity Designs and Prototypes in Figma - **Coursera***
- *Advanced Google Analytics 4 (GA4) - **LinkedIn** | Become a Data Scientist - **LinkedIn***
- *Advance Your Skills in UX Design - **LinkedIn** | Training Neural Networks in Python - **LinkedIn***
- *Marketing: Conversion Rate Optimization - **LinkedIn** | Learning R - **LinkedIn***
- *Problem Solving Techniques - **LinkedIn** | The Data Science of Experimental Design - **LinkedIn***
- *Technical Product Management - **Project Management Institute***

## EXPERIENCE:

**SEPTEMBER 2022 – PRESENT**

**MSC. DATA SCIENCE, UNIVERSITY OF SALFORD, UK**

*I am currently enrolled in a comprehensive course in Applied Statistics and using R programming language to analyze data and generate meaningful insights. I have also been improving my data visualization skills with tools like Tableau and Power BI.*

*In addition, I am gaining hands-on experience in predictive modeling and algorithms through my study of Machine Learning and Data Mining using Python. I am also enhancing my database management skills through learning about Advanced database techniques using Microsoft SQL Server.*

*Finally, I am exploring the latest advancements in the field of Big Data Tools and Techniques using Spark and Databricks*

**SEP 2022 - APR 2023 · 8 MOS. Contract**

**EXPERIMENTATION SPECIALIST, WEBSITES, AGEGROUP, UK**

- *Managing end-to-end A/B and multivariate tests, continuously optimizing web pages and conversion funnels to improve user experience and achieve business objectives.*
- *Continuously increasing the overall CR% (Conversion Rate) across all AgeGroup Brands (Age times, Pension times, and Health times), by leveraging data-driven insights and implementing effective testing strategies.*
- *Interpreting data, identifying key findings, making recommendations, and sharing learnings based on testing results, in order to optimize website performance, drive customer engagement and increase conversions.*

**JAN 2022 - SEP 2022. 1 YR.**

**UX ANALYST, NP DIGITAL, UNITED STATES**

- *Lead delivery of effective CRO audits by deploying emerging trends, technologies, and industry consensus to improve existing methods and elevate design standards. Orchestrate data for +30 projects from analysis of analytics, heat maps, session recordings, and user research.*

**OCT 2021 - JAN 2022.**

**UX RESEARCHER & DESIGNER, NP DIGITAL, UNITED STATES**

- *Raised sites revenue and RPV, improved marketing channels and leveraged in-depth knowledge of user behaviors to improve UX.*

**AUG 2020 - SEP 2021 · 1 YR. 2 MOS.**

**CREATIVE LEAD, GREEN EGG DESIGN LLC, UNITED STATES**

- *Drove cross-functional agile teams through all stages of design and product development including research, testing, and translation of findings into design artifacts. Managed team of +10 creative professionals remotely.*

**JUL 2019 - AUG 2020 · 1 YR. 2 MOS.**

**UX ANALYST, ZIP HEARING, UNITED STATES**

- *Collaborated with clients to evaluate User Experience. Developed end-to-end experiences, interaction models, and screen designs taking Human-Computer Interaction (HCI) and Clients' brand identity into consideration. Accomplished 25+ projects.*

**JUL 2017 - JUN 2019 · 2 YRS.**

**UX/UI DESIGNER, WICKFIRE, UNITED STATES**

- *Interacted with clients to understand brief and business requirements. Conducted user research and competitors' analysis to develop prolific products with emphasis on content strategy and usability testing. Handled visual design of multiple features to exceed the client's quality expectations.*

## **COURSES**

- *Machine Learning and Data Mining*
- *Applied Statistics and Data Visualization*
- *Big Data Tools and Techniques*
- *Advanced Databases*

## **PERSONAL PROJECTS**

- *Experimentation and Prediction of Online Shopper's purchasing Intention using decision tree and keras (neural network)*
- *Ecommerce Data Analysis and Purchase pattern discovery using Apriori Algorithm*
- *Experimentation on Online Retail Data using two clustering Algorithms to discover distinct groups.*
- *Customer's Feedback Analysis and Classification using Text mining and sentiment analysis.*