

# Marcus Okafor

Junior Product Designer

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Product Design graduate from Loughborough University with hands-on experience in UX research, prototyping, and interface design. Completed a 12 month placement at **Dyson**, conducting usability studies across 3 product lines and building interactive prototypes tested with **45 users**. Portfolio at marcusokafor.design includes 6 case studies covering physical and digital product design.

## EXPERIENCE

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**Product Design Placement Student**, Dyson, Malmesbury

Jul 2024 – Jun 2025

Worked within the connected products team on user interfaces for home appliances.

- Ran **3 rounds of usability testing** with 45 participants on the Dyson app's filter replacement flow, reducing task completion time by **22%**
- Designed and prototyped **8 interface concepts** in Figma for a new air quality dashboard feature
- Created a component library of **34 reusable UI elements** that was adopted by 2 other product squads
- Presented design recommendations to a panel of **4 senior designers and 2 engineers** at monthly design reviews

**Freelance UX Designer**, Self-employed, Loughborough

Sep 2023 – Jun 2024

Took on freelance projects for local businesses during university.

- Redesigned the booking flow for a Nottingham barber shop, increasing online bookings by **35%** within 2 months
- Conducted **12 user interviews** and created journey maps for a local gym's membership sign-up process
- Delivered **4 complete projects** on time and within budget, earning repeat work from 2 clients

## EDUCATION

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**BSc (Hons) Product Design in Product Design**, Loughborough University, Loughborough

Sep 2021 – Jul 2025

Upper Second Class Honours (2:1, **67% average**). Final year project redesigning a handheld asthma inhaler interface was selected for the **D&AD New Blood exhibition**.

- Relevant modules: User Experience Design, Interaction Design, Human Factors, Design for Manufacture, CAD Modelling
- Completed placement year at Dyson (see experience above)

## SKILLS

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Figma & FigJam, Adobe Creative Suite (XD, Illustrator, Photoshop), User Research & Usability Testing, Wireframing & Prototyping, Design Systems & Component Libraries, Journey Mapping, SolidWorks (3D CAD), HTML & CSS (basic), Miro & FigJam (workshop facilitation), Keynote & PowerPoint (design presentations), Accessibility (WCAG 2.1), Design Thinking

## CERTIFICATIONS

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**Google UX Design Professional Certificate**, Google (Coursera)

Jan 2024 – Jun 2024

**Interaction Design Foundation – UX Management**, IDF

Feb 2025 – May 2025

## LANGUAGES

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English - Native

## PROJECTS

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### Asthma Inhaler Interface Redesign (Final Year Project)

*Sep 2024 – May 2025*

Redesigned the user interface of a handheld asthma inhaler for elderly patients with limited dexterity.

- Interviewed **18 asthma patients** aged 65+ to identify pain points with existing inhalers
- Built **4 physical prototypes** and tested each with 8 participants in supervised sessions
- Selected for the **D&AD New Blood exhibition** in London, one of 12 projects chosen from 340 entries

### Dyson Air Quality Dashboard (Placement Project)

*Oct 2024 – Mar 2025*

Led the UX exploration for a new dashboard feature within the Dyson app.

- Designed **8 interface concepts** and narrowed to 2 after testing with 15 internal users
- Created an interactive Figma prototype with **23 screens** and micro-interactions
- Concept was approved for development and scheduled for Q3 2025 release

## REFERENCES

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**Sarah Whitfield**, Senior Product Designer, Dyson, sarah.whitfield@dyson.com, +44 7700 900 241

## EXTRA CURRICULAR ACTIVITY

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### Committee Member – Loughborough Design Society

*Sep 2022 – Jun 2025*

Organised **8 industry speaker events** attended by an average of 60 students. Secured sponsorship from Pentagram and Dyson for the annual design showcase.

### Volunteer UX Mentor – Code First Girls

*Sep 2024 – Apr 2025*

Mentored **6 women** learning UX design fundamentals over a 10 week programme. Reviewed portfolio pieces and conducted mock design critiques.