

# Moses Adeshola

Frontend Developer & UI/UX Designer | Building Modern Web Apps | Figma · HTML · React · Next.js

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## PROFESSIONAL SUMMARY

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Creative and detail-oriented Frontend Developer and UI/UX Designer with 6+ years of experience across design, motion, and development. I started as a graphic design tutor and community-driven designer, evolved through hands-on UI/UX work, and have grown into a versatile frontend engineer comfortable with modern JavaScript frameworks. I thrive in remote, collaborative environments and take pride in being a fast learner who bridges the gap between design and code.

## WORK EXPERIENCE

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### Freelance Frontend Developer & UI/UX Designer

Self-Employed | Remote (Lagos, Nigeria)

Jan 2025 – Present

- Built and delivered custom responsive websites and landing pages for clients using HTML5, CSS3, React, and Next.js, consistently meeting tight deadlines while maintaining high design standards.
- Translated client brand guidelines and wireframes into pixel-perfect, production-ready interfaces; maintained a revision acceptance rate above 90% on first delivery.
- Designed and developed full-stack-ready frontend architectures with reusable component libraries, reducing future development time for clients by an estimated 30%.
- Integrated APIs, CMS platforms (Contentful, Sanity), and third-party services (Stripe, Mailchimp) into projects, demonstrating an ability to own end-to-end feature delivery.
- Managed project scoping, client communication, sprint planning, and delivery timelines independently, building a reputation for reliability and professionalism in the freelance marketplace.
- Continuously expanded technical knowledge through self-directed learning on freeCodeCamp, Frontend Mentor, and YouTube, keeping pace with evolving best practices in web development.
- Created motion graphics and animated UI micro-interactions using CSS animations and Framer Motion, enhancing user engagement for multiple client projects.

### Junior Frontend Developer

PixelForge Technologies | Toronto, Canada (Remote)

Feb 2023 – Dec 2024

- Joined a fast-growing SaaS startup as a junior frontend developer, taking on real responsibilities from week one while continuing to learn the company's tech stack and workflows on the job.
- Developed and maintained features across the company's flagship project management web application using React.js, Tailwind CSS, and TypeScript, collaborating daily with backend engineers via REST API documentation and Postman.
- Participated in agile sprints, daily stand-ups, and bi-weekly retrospectives, used Jira and Linear for task tracking and contributed to sprint velocity improvement over 6 months.
- Proactively picked up Git best practices, code review processes, and CI/CD pipelines (GitHub Actions) with no prior formal training, demonstrating a strong ability to learn workplace tools quickly.
- Collaborated closely with the product design team to implement Figma designs faithfully, flagging feasibility concerns early and proposing solutions that reduced revision cycles.
- Contributed to a component library built on Storybook, documenting 20+ reusable UI components that became the team standard for consistent design implementation.

- Assisted in performance optimization, reducing key page load times by approximately 25% through lazy loading, code splitting, and image optimization.
- Supported QA by writing basic unit tests using Jest and React Testing Library, gaining foundational exposure to test-driven practices.

### **UI Designer (Graphic & Motion)**

[Ostmore Creative Agency](#) | Manchester, UK (Remote)

*Mar 2022 – Jan 2023*

- Transitioned into a fully remote role with a UK-based creative agency, expanding from pure UI into graphic design, brand identity, and motion, much of which was learned in real time on live client briefs.
- Designed brand identities, marketing collateral, and social media assets for clients in retail, fintech, and hospitality, delivering quality visuals within tight turnaround windows.
- Produced motion graphics and animated explainer videos using Adobe After Effects and Premiere Pro, picked up motion principles independently through self-directed study and immediate application.
- Collaborated with copywriting, strategy, and account management teams to align design output with campaign messaging and brand values.
- Worked flexibly across multiple simultaneous projects, managing priorities and communicating progress proactively to avoid bottlenecks.
- Contributed to pitch decks that helped the agency secure two notable client contracts during my tenure.
- Embraced feedback openly and iterated rapidly, growing noticeably in design maturity between my first and final month at the agency.

### **UI/UX Design Intern**

[NerdyEye Technologies](#) | Yaba, Lagos, Nigeria

*Jun 2021 – Feb 2022*

- Joined NerdyEye as a UI/UX design intern, my formal entry into the tech industry — after years of community design work and self-directed learning.
- Assisted senior designers in crafting mobile and web product interfaces using Figma, rapidly developing proficiency in components, auto-layout, and design systems.
- Conducted user research activities including usability testing, competitive analysis, and stakeholder interviews under the mentorship of the product team lead.
- Created wireframes, user flows, and low-to-high fidelity prototypes for new features, presenting iterations to product managers and incorporating structured feedback.
- Collaborated with frontend developers on design handoff, gaining early exposure to the design-engineering relationship.
- Actively contributed to sprint planning, design critiques, and product discussions, quickly adapting to the pace of a product-focused environment.
- Earned the NerdyEye UI/UX Design Certificate upon successful completion of the internship programme.
- Received commendation from the Head of Product for initiative and attention to detail.

### **Graphic Design Tutor & Community Design Lead**

[Freelance / Community & Faith-Based Organisations](#) | Lagos, Nigeria

*2018 – 2021*

- Led a small team of 4–6 emerging designers on community projects for churches, schools, NGOs, and local events, developing early leadership and project coordination skills.
- Delivered one-on-one and group tutoring in graphic design for beginners and secondary school students, covering typography, layout, color theory, and Adobe Photoshop/Illustrator.
- Designed print and digital materials for multiple local churches: event flyers, service programmes, banners, and social media graphics.
- Produced branded materials for school events including graduation ceremonies, inter-house sports, and academic competitions.
- Managed client relationships directly, gathering briefs, presenting concepts, incorporating feedback, and delivering final files.

- Mentored several students who went on to pursue design professionally, reinforcing a passion for empowering others through creative knowledge.

## EDUCATION

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### **Bachelor of Science** *(In View)*

University of the People | Online (US-Accredited)

### **Bachelor of Science**

Tai Solarin University of Education | Ijebu-Ode, Ogun State, Nigeria

2021

## CERTIFICATIONS

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**NerdyEye UI/UX Design Certificate** — NerdyEye Technologies, Lagos (2022)

**Frontend Development Libraries Certification** — freeCodeCamp (2024)

## SKILLS & TOOLS

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**Design:** Figma · Adobe XD · Adobe Photoshop · Adobe Illustrator · Adobe After Effects · Adobe Premiere Pro

**Frontend:** HTML5 · CSS3 · JavaScript (ES6+) · TypeScript · React.js · Next.js · Tailwind CSS

**Dev Tools:** Git · GitHub · GitHub Actions · Storybook · Jest · REST APIs · Postman · Vite

**Soft Skills:** Remote collaboration · Agile/Scrum · Cross-functional teamwork · Fast learning · Client communication

**Other:** Motion graphics · Brand identity · UI component systems · Responsive design · Performance optimization