Chidera Obinali

Web Developer & Graphic Designer | UI/UX
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Professional Summary

Web developer and graphic designer who takes work from brand to build to launch. Capable of building accessible sites and UI in HTML, CSS, JavaScript, React, WordPress, and Contentful, in addition to designing brand identities and guidelines, social graphics, and print pieces in Adobe Creative Suite, Figma, and Canva.

Core Competencies

- **Web & UI Development:** HTML5, CSS3, JavaScript, React, TypeScript, Tailwind CSS, Bootstrap, Git, WordPress, Contentful CMS, Unqork, Figma, Design Systems and Tokens, Responsive Design, WCAG/Section 508
- **Graphic & Brand Design:** Adobe Photoshop, Illustrator, Premiere, Canva, Midjourney, Logo Design, Brand Guides, Color Palettes, Social Graphics, Flyer Systems, Print Collateral, Annual Reports
- **Marketing & Delivery:** Google Analytics (GA4), SEO Basics, Mailchimp, Content Calendars, Agile/Scrum, JIRA, Design Critique, Stakeholder Reviews, AI-Assisted Workflows (Claude Code, Figma Make)

Work Experience

Founder, Web Developer & Graphic Designer, *Codesignr LLC* 2020 - Present (Independent)

- Designed the **brand identity** and **brand guidelines** regarding logo usage, color, and typography for **Taking Transformative Measures (TTM) Consulting**, a health equity evaluation consultancy whose clients include the Atlanta Beltline, Fulton County Government, and the Center for Black Health and Equity.
- Designed the **product UI** for Skincentric, a skincare community app for shared routines and expert guidance.
- Build **reusable template systems** paired with content strategies, including posting checklists, hashtag sets grouped by purpose, and backup content for specific situations, alongside fundraising flyers and print pieces for clients.
- Build **nonprofit websites** in 48-hour volunteer sprints with **48in48** using **WordPress**.

User Interface Designer (Delaware Life), *Group 1001* Apr 2025 - Dec 2025 (Contract)

- Designed and built the **intranet homepage** for 800+ employees, then trained the marketing manager to customize and update it independently.
- Created **design tokens** and led **design critiques** with marketing, product, and engineering to keep brand and component usage consistent across properties.
- Designed the UI for AdvisorNEXT, a resource hub for financial advisors combining news, practice management articles, videos, and client tools, delivering **development-ready components** for **Bootstrap** and **Contentful** implementation.
- Designed the UI for Find Your Wholesaler, a locator page for financial professionals with an **interactive territory map**, sales leader profiles, and a full directory of regional and internal wholesalers.

User Interface Developer, *Great American Insurance Group* Sep 2022 - Oct 2024 (Contract)

- Built the UI for the **AIE Insured Portal** in **Unqork**, where policyholders manage policies, claims, and billing, replacing a legacy app used by **31,000+ businesses** and contributing to **$1.2M** in new business growth.
- Delivered production-ready **UI components** across underwriting and claims product lines, partnering with UX designers to extend the shared design system.

Application Developer & QA Tester, *ADP (Lifion)* May 2021 - Jul 2022 (Contract)

Federal EHR Software Consultant, *Oracle Health* Apr 2019 - Feb 2021 (Full-Time)

- Implemented and presented **design standards** for **clinical documentation solutions** across 50+ VA and DoD sites, partnering with physician SMEs to resolve product gaps. Obtained Public Trust clearance.

Awards & Recognition

Cycle Fitness, *State-Winning Graphic Design Competition Entry*

- Created a full **brand system** for a cycling shop: a gear-and-rider logo, a mascot named Psych, a seminar rack card, grand opening postcards, business cards, and team apparel.

Community Engagement

Professional Development Chair, *Umu Igbo Unite Atlanta* Jan 2026 - Present

- Design **event graphics** for a 150+ member chapter, including a **template-based flyer system** for the monthly Coffee Connect, adapted by month, format, and photo.
- Designed a **yearbook-style annual report** for the Professional Development pillar.

Education & Certifications

B.S., Information Technology (Web and Mobile), Georgia Southern University
Google Analytics (GA4) Certification, 2026
Google Digital Marketing Certificate, 2026