

Chidera Obinali

Email: chideraobinali1@gmail.com | LinkedIn: Chidera Obinali | Portfolio: Upon Request

A detail-oriented UI developer with 5+ years building web pages, testing components, and optimizing interfaces across CMS platforms. Proven track record collaborating across engineering, product, and marketing teams in Agile environments using JIRA to manage projects, technical issues, and deliver accessible digital experiences. Skilled problem-solver passionate about improving workflows and training team members on CMS functionality.

AREAS OF EXPERTISE

- **Web Development, CMS & Design:** HTML5, CSS3, SASS, JavaScript, Git, Squarespace, WIX, Contentful CMS, Bootstrap, Adobe Creative Suite (Photoshop, Illustrator), Figma, Wireframing, Prototyping, Component Libraries, Responsive Design, Digital Branding
- **Project Management, Testing & QA:** Atlassian JIRA, Agile Scrum, Sprint Planning, Manual & Automated UI Testing, Component Testing, Bug Documentation, User Acceptance Testing, Accessibility Standards (WCAG), Cross-Functional Team Coordination
- **Digital Strategy & Optimization:** User Research, Usability Testing, Training & Onboarding, End-User Support, SEO Best Practices, Performance Tracking, Brand Guidelines, Process Documentation & Improvement

WORK EXPERIENCE

UI Designer, *Group1001*

Apr 2025 - Present

- Design and prototype enterprise web pages and design system components in Figma for subsidiary insurance brands, ensuring development readiness for engineers using Bootstrap and Contentful CMS.
- Collaborate with marketing stakeholders and engineering teams to translate business requirements into user-friendly digital experiences across responsive web platforms.
- Lead the development of the new Company Intranet Homepage and the expansion of the company design system, creating reusable components that maintain brand consistency across multiple digital properties.

User Interface Developer, *Great American Insurance Group*

Sep 2022 - Oct 2024

- Modernized a legacy web application by designing in Figma and implementing UI components using HTML, CSS, and JavaScript, collaborating with development teams to ensure seamless integration into Unqork, a no-code application development platform—contributing to \$1.2M in new business growth.
- Collaborated with UX designers to expand the existing design system using insights from integrated features, e.g. billing enhancements and business process automation, streamlining customer workflows and ensuring consistency.
- Documented best practices and improved workflows to streamline development processes across product lines.

Application Developer & QA Tester, *Lifion by ADP*

May 2021 - Jul 2022

- Delivered high-quality, scalable solutions from JIRA tickets to ensure client vision, resulting in 90% usage of technical products including HR pay statements and audit history exports.
- Achieved 100% functional pass-rate in manual and automated UI testing based on product requirements and enhancements provided by cross-functional teams.
- Proactively conducted research and gathered information related to client standards to deliver stronger product solutions.

Associate Software Consultant, *Oracle Health*

Apr 2019 - Feb 2021

- Established and presented new design standards and implementation processes for medical documentation Speech-to-Text solutions, partnering with stakeholder subject matter experts to resolve product gaps and enhance functionality for federal healthcare workflows
- Optimized and implemented HTML/CSS solutions for speech-to-text medical documentation software based on bicoastal physician feedback, improving clinical documentation accuracy by 30% while ensuring HIPAA compliance
- Supported end users through guided learning and workflow demonstrations while collaborating through JIRA to identify interface improvements and resolve product gaps

EDUCATION & ADDITIONAL EXPERIENCE

Bachelor of Science (B.S), Information Technology, Web and Mobile Specialization, Georgia Southern University
Published UX Researcher: Investigated user acceptance of gendered AI voice assistants through interviews, interaction testing, and data analysis garnering 1.5K+ downloads in the AIS e-library post-publication in the 2019 SAIS Journal
Freelance Web Developer & Visual Designer (Aug 2020 - Present): Design custom websites and digital content using HTML, CSS, JavaScript, Adobe Creative Suite, and CMS platforms