

DAVID ESHIWANI

UI/UX Designer, Graphic Designer, and Wordpress Web Developer

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PROFESSIONAL SUMMARY

A UI/UX designer in crafting intuitive and user-centric digital experiences, I leverage my expertise in human-centered design principles, user research, and prototyping to drive engagement and conversion. Proficient in Figma and Adobe suite, I excel in collaborating with cross-functional teams to deliver high-quality solutions that meet business objectives. My career objective is to continue innovating and leading design initiatives that enhance user satisfaction and contribute to the growth of forward-thinking organizations.

WORK EXPERIENCE

Graphic Designer & Social Media Manager | AQS (Ashanti Quick Solutions) July 2026 – Present

Responsible for the full creative and social media output for AQS — from static and animated poster design to AI-generated video content and day-to-day social media management across five platforms.

Key Responsibilities:

- Design static posters for marketing and promotional use.
- Design animated posters to support campaigns and product promotion.
- Develop scripts for video content.
- Generate and edit AI videos to promote all AQS services.
- Schedule and post content across social media platforms (Facebook, Instagram, X, TikTok, and LinkedIn) in line with the content calendar.

Creative Director | PlusX Solutions (BizplusX & HostPlusX) July 3, 2025 – June 20, 2026

As Creative Director at PlusX Solutions, I led creative and social media efforts for the company's two brands, BizplusX and HostPlusX, while also contributing to the UI/UX development of the BizplusX Business Management Software.

Key Responsibilities:

- Directed creative strategy and content creation for BizplusX and HostPlusX social media pages.
- Produced graphic design assets, video edits, and animations for social media campaigns.
- Scheduled and managed social media posts across platforms for both brands.
- Contributed to UI/UX design in the development of the BizplusX Business Management Software.

Achievements:

- Served as UI/UX designer for the BizplusX Business Management Software, seeing it come to life from scratch.
- Grew the company's social media pages from zero to an established, engaged presence.
- Designed all company logos and served as the brain behind the company's brand identity.
- Developed the company's brand guidelines.

UI/UX Designer | Freelance January 2025 – June 2025

As a freelance UI/UX designer, I work with a variety of clients to create engaging and user-friendly digital experiences. My role involves understanding client needs, developing design concepts, and refining them based on user feedback.

Key Responsibilities:

- Manage multiple projects simultaneously to meet client deadlines.
- Communicate effectively with clients to ensure design solutions align with their business goals.
- Conduct user research to inform design decisions and improve user experience.

Achievements:

- Completed over 10 projects for clients in tech, travel, and e-commerce, with a client satisfaction rate of 95%.
- Successfully increased user engagement by an average of 20% through design improvements for several clients.
- Developed expertise in designing for accessibility and mobile-first experiences.

Graphic Designer | Shefa Brands

November 2020 – December 2024

My expertise spans from conceptualizing and designing marketing materials to creating digital assets for web and social media platforms.

Key Responsibilities:

- Manage multiple projects simultaneously to meet client deadlines.
- Communicate effectively with clients to ensure design solutions align with their business goals.
- Conduct market research to inform design decisions and improve brand impact.
- Maintaining Design Systems.

Achievements:

- Completed over 30 projects for clients in advertising, retail, and non-profit sectors, with a client satisfaction rate of 95%.
- Successfully increased brand visibility by an average of 30% through design improvements for several clients.
- Developed expertise in designing for accessibility and digital platforms.

EDUCATION

Certificate in Graphic Design

Shang Tao Media Arts College | January 2022 – May 2022

Diploma in Tourism Management

Zetech University | January 2018 – November 2019

SKILLS

Skills: Critical Thinking, Heuristic Evaluation, Usability Testing, Quantitative Reasoning, Interaction Design, Leading Self, Leading Others, Managing Complex Tasks, Collaboration Skills, User Experience.

Technologies: Figma, Adobe Illustrator, Adobe Photoshop, Wordpress, Google Analytics, Video Editing, Motion Graphics/Animation, AI Video Generation & Editing.

REFEREES

Available on request.