

# OMOJOLA AYOTOMIWA ORE

Writer| Data Analyst|

Phone: +234 907 068 1076 | Email: [omojolaayotomiwaore@gmail.com](mailto:omojolaayotomiwaore@gmail.com)

LinkedIn: <https://www.linkedin.com/in/ayotomiwa-omojola-89732932a/> | GitHub: [github.com/jolitomi](https://github.com/jolitomi)

## PROFILE SUMMARY

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Detail-oriented User Experience Evaluator with a background in data analysis and content writing. Experienced in usability testing, digital product evaluation, and providing critical feedback to improve user satisfaction. Passionate about intuitive design, accessibility, and improving digital experiences

## TECHNICAL SKILLS

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- Programming: Python, Java
- Usability Testing: Website & App Evaluation, User Feedback Analysis
- Tools: Jupyter Notebook, Microsoft Office Suite, Figma
- Methodologies: User Experience Research, Data Analysis, UI/UX Design
- Soft Skills: Attention to Detail, Critical Thinking, Communication, Time Management, Problem-Solving

## EXPERIENCE

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Freelance Content Writer (Ongoing)

Jan 2025 – Present

- Wrote SEO-optimized articles on productivity, finance, and career growth (**e.g., procrastination, multiple income streams**)
- Created in-depth product reviews, opinion pieces, and case studies (**e.g., Notion, hustle culture, data-driven insights**)
- Crafted engaging storytelling content and data-backed LinkedIn posts to drive audience engagement
- Simplified complex topics in tech, UX, and data analysis for clarity and impact

Data Analyst Intern

AICTE Oasis Infobyte Internship (Remote)

Jan 2025 – Present

- Analyzed retail sales data (10,000+ records) to identify key patterns and trends relevant to user behavior.
- Created interactive visualizations to simplify complex data, enhancing decision-making in user experience research.
- Conducted comprehensive customer and product analyses to optimize business strategies and improve digital platform engagement.
- Cleaned and prepared datasets, ensuring a 95% accuracy rate in reports and insights to support usability evaluations.

## IT Intern

Living Trust Mortgage Bank, Osun, Nigeria

Apr 2022 – Sep 2022

- Evaluated the bank's new mobile app, providing creative reviews on usability and design
- Identified and reported potential user experience issues
- Assisted in IT-related tasks, strengthening problem-solving and technical skills

## EDUCATION

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Federal University Oye Ekiti, Ekiti, Nigeria

(2020 – 2024)

B.Sc. in Computer Science

Second Class

Upper Honors

## PROJECTS

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- Retail Sales Analysis – Analyzed customer trends and insights using Python
- Emotion Recognition from Text – Applied NLP to classify emotions in textual data
- Customer Segmentation – Used machine learning techniques for user classification
- House Price Prediction – Used machine learning techniques to forecast house prices based on market factors.

## REFERENCES

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Available upon request