



"USER EXPERIENCE IS ABOUT HOW
THE USER FEELS ABOUT INTERACT-
ING WITH THE PRODUCT"

CONTACT

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EDUCATION

Bachelor's degree 2024

EC- Council University /
Albuquerque, NM USA / Cyberse-
curity /

Associates Degree 2011

Sir Arthur Lewis Community
College /Saint Lucia/ Computer
Engineering /

SKILLS

- UI/UX
- Application Testing
- Cybersecurity
- Web & Mobile Design
- Technical Writing
- Staff and Client Education

AARON JOSEPH

DEAR UX MANAGER

I am writing to express my enthusiasm for the **User Experience (UX) Designer** position as advertised, bringing forth a unique blend of over a decade in web design, profound cybersecurity knowledge from my Bachelor's degree at EC-Council University, and a track record of customer service excellence, notably with CIBC First Caribbean.

In my role as a Customer Service Officer (CSO) at the bank, I have been motivated to provide assistance in other roles centered around IT. One of the ways I assist is by providing help in **usability testing**. I have engaged in five key testing projects: the digital client onboarding app, the apply online account system, Knowledge Lake, Omniflow, and parts and pieces of the CIBC mobile app. I am in constant contact with the BAT testing team, providing **tactical reports** on problems that have occurred to our essential software and finding and relaying **solutions**.

I have also had to **train** staff and external clients on a variety of applications we use daily. Some notable companies I have assisted include **KFC HR** and **KM2 HR**, who contribute so much to our overall customer service targets. They give us safely over 300 accounts a year, greatly contributing to our annual convenience targets. I have had virtual meetings and presentations demonstrating how they can use the apply online system and what is required. I even have walkthroughs saved with pictures carefully depicting some of the processes. This shows that I can make presentations and clearly articulate requirements.

Upon stepping into the role of CSO, my singular ambition was to drive improvement across the board. In my tenure, engaging with diverse teams and individuals, I've endeavored to epitomize what it means to collaborate effectively. A key achievement in this journey was the overhaul of our outdated signature scanning process. By critically evaluating our existing software, I introduced a streamlined scanning method that not only simplified the procedure but continues to be employed to this day. This innovation earned me recognition through an "Amazing Idea" certificate, a testament to my commitment to enhancing our operations. This achievement showcases my problem solving ability.

As a **professional** with **over 7 years experience** in the field, I have worked in UI/UX, developing mobile and web applications for persons and businesses. I have used many tools to develop workflows, **storyboards**, and **user personas**, such as Figma, Adobe XD, and mind mapping software like Mind Node. As I aim to transition fully into a role where my passion for UX/UI design and my commitment to enhancing user experiences can flourish, I am excited about the **opportunity** to contribute to our bank's reputation as a leader in customer satisfaction and digital innovation. I have included a few of the projects below to depict my proficiency in the area.

Sincerely



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AARON JOSEPH

PROFILE

Hello! I'm a seasoned UI/UX designer and cybersecurity enthusiast with a rich background that spans over 7 years in both web design and customer service excellence. My journey in the digital space began with a passion for creating engaging, user-friendly websites, leading me to master design tools like Adobe XD and Figma and Elementor, Divi, and Yellow Pencil on the WordPress platform. **View my portfolio at <https://aaron.thestlucianhub.com>.**

WORK EXPERIENCE

CIBC Caribbean - CSO

Developement / 2011

- Cultivated enduring customer relationships, resolving 100+ weekly inquiries and complex issues with a focus on satisfaction and retention.
- Application testing for some of the bank's software OMNIFLOW, DCO, Knowledge Lake
- Maintained a deep understanding of banking software, policies, and regulations, ensuring compliance and up-to-date customer advisement.
- Staff and Client Education: Proven track record in facilitating training for both staff and clients on new systems, including the Digital Client Onboarding at CIBC and the applyonline system.
- Customer Complaint Resolution: Demonstrated expertise in addressing and resolving customer grievances, ensuring high satisfaction levels.

UI/UX Designer and IT Consultant

The St Lucian Hub / 2017

- Engineered and maintained WordPress and Squarespace sites, prioritizing responsive design, user experience, and SEO optimization.
- Delivered continuous client support and website enhancements, resulting in a 20% increase in client retention year-over-year.
- Providing additional IT support in areas such as data management, cybersecurity, UI/UX design, software development, and web infrastructure maintenance where applicable
- Adaptability: Flexible and quick to adjust to new environments, challenges, and technologies.
- Client Needs Analysis: Expert in evaluating client requirements to deliver effective technological solutions.

KEY SKILLS

Customer Service
Proficient

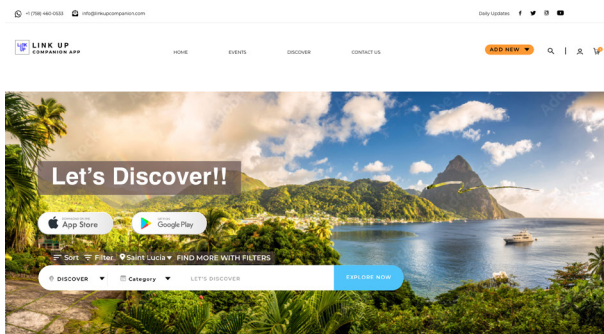
Adobe XD
Proficient

UI/UX
Proficient



PORTFOLIO

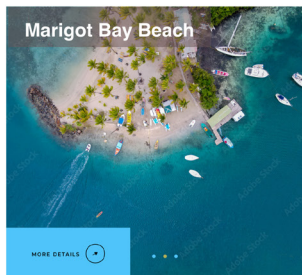
WEB DESIGN



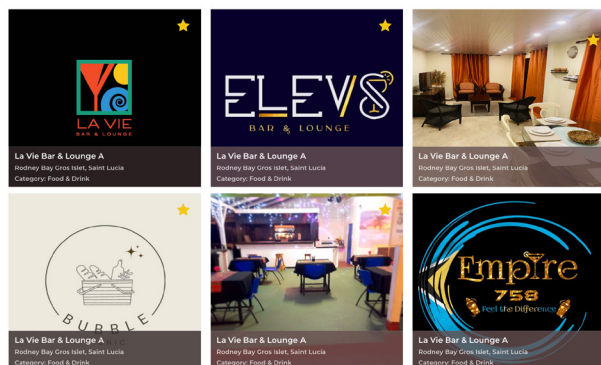
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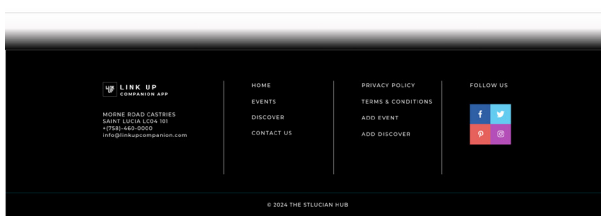
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MOBILE DESIGN

