

Tally Ozegbe

UX RESEARCHER & DESIGNER

CONTACT

LOCATION

Covington, WA
Open to Remote

LINKEDIN

in/tallyozegbe

WEBSITE

tallyozegbe.com

CORE SKILLS

UX Research

UX Design

Service Design

Journey Mapping

Affinity Mapping

Behavioral Research

Usability Testing

Stakeholder Interviewing

Qualitative Analysis

CX Strategy

AI-Assisted UX Research

Prompt Engineering

Remote Collaboration

TOOLS

Figma

Adobe XD

Miro

Dovetail

Similarweb

MS Clarity

Canva

Google Suite

Trello

Slack

ChatGPT

Claude

Gemini

GitHub Copilot

Midjourney

Figma AI

PROFESSIONAL SUMMARY

UX researcher and designer with over 15 years of experience in business development, brand strategy, and cultural intelligence. Skilled in integrating AI tools into the UX workflow to accelerate research synthesis, ideation, and prototyping. Founder of multiple initiatives empowering creatives and businesses to grow through user-centered design, immersive research, and network activation strategies.

EXPERIENCE

UX Research & Design Fellow

Nov 2025 – Feb 2026

ADOBE DIGITAL ACADEMY × GENERAL ASSEMBLY

- Selected as one of 15 fellows nationwide for a fully funded fellowship valued at \$18,000+, totaling 480+ hours of hands-on research and design training.
- Delivered four end-to-end UX research and design projects in agile two-week sprints.
- Collaborated remotely across a five-person cross-functional team in an agile sprint environment, coordinating research synthesis, design decisions, and usability iterations asynchronously without in-person access.
- Led full qualitative research lifecycle — defining objectives, conducting interviews, synthesizing through affinity mapping, and translating insights into "How Might We" opportunity statements.
- Leveraged AI tools (ChatGPT, Claude) to accelerate research synthesis, refine affinity mapping clusters, and streamline competitive analysis across multiple product domains.
- Synthesized research into personas, journey maps, and task flows that informed wireframes and high-fidelity prototypes in Figma, using Figma AI and GitHub Copilot to accelerate prototyping and site builds.

Personal Practice & Strategic Initiatives

Jan 2020 – Present

INDEPENDENT

- Developed the Audacious Catalog™: a UX research framework applied to legacy catalog systems to enhance customer engagement.
- Designed and deployed the BlindSpot Checklist™ — a strategic diagnostic framework. Applied to diagnose structural revenue dependency, resulting in a \$250,000 contract secured within 90 days.
- Conducted UX audits using Similarweb and Microsoft Clarity to uncover website drop-off points and optimize user journeys.

Founder & Strategic Lead

Jan 2019 – Present

COLOURSPREE™ & BARAXANA ARTS BIENNALE

- Founded ColourSpree™, a business development initiative supporting Africa's creatives focused on positioning, visibility, and sustainable growth.
- Conducted qualitative grassroots research over 5 years; translated insights into brand strategy frameworks and mentored 200+ creatives on audience development.
- Collaborated with British Council, GIZ, Goethe-Institut, National Gallery of Art, and Nigerian Tourism Development Corporation across 7 countries.

Education

UX Research & Design Fellowship

General Assembly × Adobe Digital Academy

Google UX Design Certificate

Coursera

B.A. Industrial Design

Ahmadu Bello University, Nigeria