

# OKWUDILI CANICE

Lagos, Nigeria | (+234) 9022023073 | okwudilicanice234@gmail.com | okwudilicanice.online

Innovative and results-oriented Web Designer with strong expertise in WordPress, Elementor, and AI-powered design tools like Cursor, Webflow AI, and Lovable. Skilled at building high-conversion websites that blend engaging visuals, optimized funnels, and LLM-aware content, Proficient in SEO optimization, automation workflows (Zapier, n8n), and performance analysis to drive visibility and measurable growth. Adept at moving quickly from concept to live site, maintaining visual consistency, and leveraging AI to enhance creativity and productivity across digital experiences.

## EXPERIENCES

### Web Designer & AI Lead / Smaif Maven

Abuja, Nigeria | 01/2025 – Current

Co-founded Smaif Maven, a digital innovation brand built on AI-first principles, helping businesses integrate artificial intelligence into their digital operations.

Designed and developed intelligent websites using WordPress, Elementor, and AI-powered design tools (Claude, Webflow AI, Lovable) to deliver adaptive, data-driven user experiences.

Engineered AI-automated content workflows that streamline client onboarding, content generation, and updates reducing turnaround time and improving creative consistency.

Led the brand's AI strategy, experimenting with LLM-based tools and automations to optimize web performance, engagement, and marketing outcomes.

### EduTech Lead – Vsavvy Academy

Remote, Contract | 06/2025 – Current

Led the innovation and technical development of the academy's digital learning platform.

Integrated AI tools to automate the student certification process, improving speed, accuracy, and record management.

Designed and maintained key website sections using WordPress and Elementor, ensuring a seamless learning and certification experience.

## **Website Developer & Web Content Uploader / GAO Tek Inc**

Remote, Internship | 06/2025 - 10/2025

Uploaded and managed product information, descriptions, and images on the company's e-commerce website.

Ensured accuracy, proper formatting, and consistency of product listings across multiple categories.

Assisted in updating web pages and maintaining site structure to support smooth navigation and user experience.

## **Chief Technology Officer / Ziddex**

Lagos, Nigeria | 01/2021 – 08/2024

Manage and update company websites and digital platforms, ensuring SEO optimization and alignment with marketing goals.

Design and publish web pages, blog posts, and multimedia content using WordPress, Elementor, and other CMS tools.

Maintain consistent brand presentation across all channels, optimizing site layout, responsiveness, and user engagement.

## **Telecommunications Intern / Telecel Ghana**

Greater Accra Region, Ghana | 09/2024 – 12/2024

Supported the Digital Services team in updating and maintaining web content across internal and external platforms.

Assisted in uploading media, formatting pages, and managing publishing schedules using Telecel's proprietary CMS.

Contributed to the "Your Business Online" initiative by helping SMEs structure website content and improve online visibility.

## **EDUCATION**

### **BSc: Economics**

University of Nigeria - Nsukka, Enugu, Nigeria (01/2023)

### **Front-End Development Programme / ALX Africa (2025)**

Focused on modern web technologies, responsive design, and building scalable user interfaces.

### **Mastering AI Tools for Productivity & Web Design / Udemy (2025)**

Covered AI applications in web design, automation, and creative workflows using tools like ChatGPT, Claude AI, Lovable, n8n and Zapier.

## **LEADERSHIP EXPERIENCE AND VOLUNTEERING SERVICES**

### **University of Nigeria, Nsukka (2019 – 2023)**

Public Relations Officer, Class of 2023, Department of Economics (2020 – 2023)

Provost, Nigerian Economics Students Association (NESA) (2019 – 2020)

Director of Media, Economics Press Association (EPA) (2020 – 2021)

Secretary General, Editorial Board, Students' Union Government (SUG) (2020 – 2021)

Public Image Chair, Rotaract Club of UNN (2022 – 2023)

Most Active NESAite and FOSSSAite of the Year, NESA & Faculty of Social Sciences Students' Association (2023)

### **Tech & AI Volunteering (2023 – Present)**

Volunteer, Blue Chip Data & AI Summit, Lagos, Nigeria / Supported event logistics and networking for AI innovation discussions.

Volunteer, AI in Nigeria 2025 Conference / Supported coordination, speaker sessions, and AI-driven community engagement.

Volunteer, BoyCode Conference, Nigeria / Engaged participants and assisted in organizing sessions on Boys inclusion in tech.

Volunteer, Avalanche Community Team / Contributed to awareness campaigns and online events promoting blockchain adoption.

Volunteer, ETH Enugu Conference / Helped coordinate event activities and facilitate sessions on AI, DeFi, and blockchain technology.

## **SKILLS**

- Design & Development (WordPress, Elementor, Webflow)
- AI-Powered Design Tools (Cursor, Lovable, v0, Relume)
- Content Management Systems (WordPress, Shopify, Custom CMS)
- Figma & Canva for UI/UX and Visual Design
- Automation & Workflow Tools (Zapier, n8n)
- SEO Optimization & Web Performance Analytics

## **LANGUAGE SPOKEN**

Fluent in English