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<https://vecniche.github.io/portfolio.github.io/>

Onwukaobinna001@gmail.com

# ONWUKA OBINNA

PRODUCT DESIGNER

## PROFILE

I am an adaptable, creative and highly skilled design professional, I bring a wealth of expertise in brand management, product design, UI/UX, and graphic design. My track record demonstrates a knack for practical yet inventive design solutions that enhance brand visibility and user satisfaction.

## ACTIVITIES AND INTERESTS

- Design Enthusiast
- Writing (Design-related)
- Lifelong Learner
- Professional Networking
- Creative Problem Solver
- Multicultural Explorer

## KEY SKILLS

Brand Management

- Excellent listener
- Product design
- Poised under pressure
- UI/UX design
- Graphics Design
- Mentoring and Coaching
- User research
- Project Management

## EDUCATION

**B(Eng) Electrical Engineering**

University of Nigeria, Nsukka  
February, 2022

## REFERENCE

Available Upon Request

## WORK EXPERIENCE

### Brand Manager/Product Designer

nHub nigeria | Jos Nigeria

2022 - 2023

As a Brand Manager, Product Designer, Graphic Designer, and Mentor, I revitalized the company's image and market presence during a pivotal period. I led cross-functional teams to develop innovative branding strategies, product designs, and graphic assets while also nurturing and mentoring emerging design talent. This approach resulted in a significant increase in brand visibility, customer engagement, and the professional growth of my team members.

- Introduced fresh, customer-centric product designs that contributed to a substantial boost in sales.
- Implemented targeted marketing campaigns over a six-month period, resulting in a 147% increase in customer acquisition.
- Led initiatives to enhance customer retention, achieving record-high levels of customer loyalty.
- Mentored and coached junior designers, fostering their creative and professional development.
- Developed and executed comprehensive brand strategies to align with business objectives.
- Oversaw the end-to-end product design process, from conceptualization to final implementation.
- Produced engaging graphic design assets for various marketing and branding initiatives.
- Collaborated with cross-functional teams to ensure brand consistency across all touchpoints.
- Conducted market research and competitor analysis to inform design and branding decisions.