

PRAISE AKINDE

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INTRODUCTION

I'm a multidisciplinary product designer with 6+ years of experience specializing in UI/UX, illustration, and brand identity. I've helped businesses locally and globally craft standout digital experiences and timeless visual identities. Passionate about solving product and branding challenges, I bring ideas to life with innovative designs tailored to Web3, gaming, fintech, and other industries. Outside work, I enjoy learning about founders, startups, and exploring Web3 and blockchain.

PROFESSIONAL EXPERIENCE

UI/UX Design Lead
Tutor (TechCrush)

October 2024 – Present

- Trained over 100 students in product design principles, UI/UX fundamentals, and design best practices, contributing to their professional growth and career readiness.
- Supervised a team of tutors, ensuring consistent quality in curriculum delivery and mentorship.
- Oversaw the successful execution of over 1,000 student capstone projects, providing guidance on design strategy and technical implementation.
- Contributed significantly to the success of TechCrush's inaugural cohort, achieving a 95% student completion rate and positive feedback on program effectiveness.

UI/UX Designer
(Swift Connect)

August 2024 – December 2024

- Led end-to-end design for the mobile app, web app, website, and admin pages, ensuring alignment with the product vision and founder objectives.
- Facilitated all strategic meetings with founders to gather key insights, define product requirements, and ensure the design addressed user and business needs effectively.
- Collaborated closely with developers to ensure seamless implementation of designs, reducing development iterations and improving workflow efficiency.
- Exceeded founder expectations by delivering innovative and user-centric designs, garnering praise for creativity and execution.

Graphics and UI/UX Designer
(Tes Digital)

February 2024 – December 2024

- Designed social media assets for multiple brands, improving engagement and enhancing brand visibility for clients in various industries.
- Collaborated effectively with the founder, social media manager, virtual assistant, and other team members to deliver cohesive and high-quality designs that met client expectations.
- Executed strategic branding initiatives, revamping existing designs to align with current market trends, resulting in measurable growth and a stronger online presence for clients.

**Brand Design Lead
(Maple Crust)**

Feb 2024 – April 2024

- Designed the entire brand identity, including logos, typography, color palettes, and key visual assets, creating a cohesive and memorable brand presence.
- Collaborated closely with the founder to ensure the brand identity resonated with the target audience and aligned with the business's goals.
- Created marketing ad creatives that successfully drove engagement and conversions, contributing to the success of the brand's first pop-up event.
- Worked closely with the founder during the project and launch, helping the brand have a successful debut and build a solid foundation for growth.

**Lead Product Designer
and Product Manager
(Green Waste)**

Oct 2023 – Present

- Led a hackathon project focused on sustainable waste management, serving as both Product Manager and Product Design Lead.
- Managed a cross-functional team of over 10 members, including product designers, frontend and backend developers, content writers, and photographers, ensuring cohesive collaboration and successful delivery.
- Led sprints during the hackathon, guiding the team to build an MVP (web app and landing page) and gather valuable user feedback for iteration.
- Singlehandedly redesigned the product as a mobile app, enhancing usability and aligning with user needs.
- Pitched the project at an event, engaging potential investors and raising interest in the product's vision and impact.
- Applied industry trends and user feedback to create impactful designs, driving alignment with the project's goals and increasing stakeholder confidence.

**Product Designer
(Renitrust Fintech)**

August 2022 – May 2023

- Evaluated the existing product, analyzing its UI and UX to identify areas for improvement and enhance user satisfaction.
- Designed visually appealing and user-friendly interfaces for both the web app and mobile app, significantly improving usability and engagement.
- Collaborated with cross-functional teams, including developers and stakeholders, to ensure designs met technical requirements and aligned with business goals.
- Contributed to a 215% increase in the user base and a 100% growth in active users, enabling the product to process over 500k in transactions, all achieved with minimal marketing efforts.

SKILLS

- Hard Skills: Adobe Creative Suite, Figma, Typography, UX/UI Design, Branding, Illustration, User Research
- Soft Skills: Collaboration, Team Leadership, Creative Problem-Solving, Strategic Thinking
- Impact Metrics: Increasing brand awareness, streamlining design workflows, optimizing client satisfaction