

PRAISE AKINDE

Location: Lagos, Nigeria • [LinkedIn](#) • Email: praiseakinde5@gmail.com

Phone: +234 7089552811

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

UIUX 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.

UIUX 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 UIUX 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
	<ul style="list-style-type: none">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
	<ul style="list-style-type: none">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
	<ul style="list-style-type: none">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