Toye So'

Product Designer and Creative Vibecoder

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I'm a product and content designer with 8+ years of experience helping organizations drive impact through product distribution and go-to-market strategy, contributing to over $10M in cross-industry revenue. Currently, I'm channeling my obsession with UX and CX into vibe-coding an alpha version of **ARTISH**; an AI-led pivot of the creative agency I co-founded in 2021, now evolving into a creator economy marketplace. My work blends strategic communication, digital innovation, and hands-on product building.

SKILLS

Hard Skills: UX Design, Prompt Engineering, Vibe Coding, System Mapping, Affinity Mapping, AGILE and SCRUM Methodologies, Budgeting,Quantitative & Qualitative Research, Data Analysis, Content Marketing Strategy, Omnichannel Strategy, Survey Design, SEM Strategy, Campaign Management, Funnel Optimization, Targeting and Bid Strategy, Testing and Troubleshooting, Market and Consumer Trend Analysis, Ad Copy Creation, CRO Strategies.

Tools: Figma, Canva, VSCode, React, Framer, Excel, Mailchimp, Adobe Suite, HTML/CSS, SEO, SEM, Salesforce.com, Google Ads, Google Analytics, Nextjs, Google Tag Manager, Google Ads Editor, Facebook Ad Manager, Twitter Media Studio, Marketo, Substack, Typeform, Adobe Experience Manager.

ARTISH   2021 – Present
Co-Founder and Lead Creative Vibecoder
- Designed and built ARTISH, a multi-tenant freelance marketplace with 200K+ lines of TypeScript/React, 300+ components, and 300+ APIs.
- Approached the project as a product designer who codes, blending UX decisions with full-stack execution.
- Delivered dashboards, invoicing systems complex features like wallet-based payments, milestone invoicing, and real-time notifications.
- Led the development and implementation of SEM and marketing strategies for various campaign projects, including those with budgets exceeding $1M.
- Executed day-to-day management of multiple SEM campaigns, including budget pacing, account structure, targeting strategy, and bid strategy.

RED | FOR AFRICA   2019 – 2023
Senior Product Designer and Content Marketer
- Managed pitches and design thinking workshops for over 50+ clients, including SEM campaigns with large spends.
- Focused on pipeline management and campaign ROI evaluation, achieving substantial performance improvements and boosting company revenues up to $1.3m annually.
- User testing and design of demographic surveys to align web product, content, SEO and SEM strategies with overall marketing goals. I also project managed multidisciplinary teams to deliver high-quality UX research outcomes within tight deadlines to develop creative assets for content marketing and omnichannel advertising.

Google   2/2022 – 7/2022
Project Marketing Manager, Discover YouTube
I pitched and was contracted as a digital strategist for a 6-month contract to manage a project aliased: "Discover YouTube". I led a team of researchers from across Africa to improve YouTube's recommendation algorithm. I also:
- Led a team of researchers to improve YouTube's recommendation algorithm, translating business goals to SEM platform activation strategies.
- Managed day-to-day performance of SEM campaigns, including troubleshooting and optimizations.
- Delivered actionable insights through detailed reports with analysis and strategic recommendations.

The NATIVE Networks   2016 – 2021
Deputy Editor and Product Marketing Lead
- Managed a team of 11 as a curator, digital strategist and content designer for over 2000+ published content..
- Worked with sales team to develop marketing plans and business reviews for online and offline events generating over $1.4m in revenue through print sales and partnerships for NATIVE magazine.
- Managed comprehensive user testing to improve mobile and website design, enhancing user experience
- and platform engagement.
- Designed successful research-led collaboration proposals for over 100 brands, including NIKE and Apple Music.
- Optimized SEO and creative assets for content marketing, A/B tests and branded partnerships in omnichannel advertising

EDUCATION
University Of Ibadan (2012 - 2015) — BSc. Political Science
Google UX Design (2021) - Certified
University of Waterloo (2025 -) — M.Eng Business Entrepreneurship and Technology