# David Otu, Product Designer

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## Experience

### FREELANCE
Product Designer

Remote, Nigeria
January 2023 - Present

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### TAFFIE
Product Designer

Remote, Nigeria
January - September 2022

- Lead UI Designer for Taffie; An affiliate marketing platform to help business gain conversions
- Spare-headed all design elements; 73 Lo-fi Wireframes and style guides
- Improved two crucial sections of the affiliate marketing dashboard, enhancing design and functionality for both affiliates and vendors.
- Received positive feedback from stakeholders, boasting an impressive 80% dashboard redesign approval rate.

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### DESIGN BLOCS
Product Designer

Remote, Nigeria
June - July 2022

- Worked closely with product designers, project managers, and Bubble developers to collectively craft the v1 of our design system, aptly named "DesignBlocs."
- Conducted research and competitive analysis of websites offering similar services to gain valuable insights and establish a clear design direction for our project.

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### KRONOS DAO
Creative Designer

Remote, Italy
March - August 2022

- Designed banners and GIFs for strategic marketing campaigns across Poocoin, Coinsniper, and BSC News platforms.
- Partnered  with community moderators to create engaging GIFs and stickers, resulting in a substantial Telegram channel and community growth, increasing from 15,050 to 25,122 members before the community sale.
- Crafted presentation slides for the project's white paper, reaching an audience of approximately 52,000 members, including investors.
- Teamed up with the marketing team to design banners for the public sale, achieving softcap in under 24 hours post-launch.

## MEDIA PANACHE
Design Intern

<div align="right">Remote, Nigeria

May - August 2021</div>

- Teamed up with the Design lead to create tailored brand presentation slides for notable clients, showcasing comprehensive campaign plans and strategies. Clients included Maltina, Peak Milk, Lipton, Three Crowns Milk, and FrieslandCampina Nigeria.
- Creating visuals for the company's social media platforms.

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## Education

### University of Benin
BS.c, Computer Science.

<div align="right">Benin City, Nigeria

August 2023</div>

### Yaba College of Technology
OND, Computer Science. GPA 3.10

<div align="right">Lagos, Nigeria

December 2018</div>

## Certification

### Protopie: Design interactive prototypes
[View Certificate](#)

<div align="right">Udemy

August 2022</div>

### Motion graphics in After Effects CC
[View Certificate](#)

<div align="right">Udemy

December 2022</div>

### Using motion design too animate with purpose and create delightful experience.
[View Certificate](#)

<div align="right">Awwwards Academy

December 2022</div>

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## Skills & Language

**Skills:** Adobe CC Suite (Photoshop, illustrator and After Effects)

Corel Draw

Figma

Protopie

**Language:** English (Native) and Igbo (Limited Proficiency)

## Methodologies

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|---|---|---|
| Visual Design | Design Thinking | Heuristic Evaluation |
| Data Visualization | Art Direction | User Testing |
| Prototyping | UX Research | Presentation Design |
| Interaction Design | Style guides | Designing for print + Digital |