

BOLUWATIFE MOSES OKANLAWON

Product Designer (UI/UX), Graphic Designer, Web Designer/Developer, & Brand Identity Expert

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Portfolio: Google Drive:

<https://drive.google.com/drive/folders/1yW5wGJqLPuS4Cgxx2V8kiQor8MK-lcMv>

(Graphic Design portfolio 2022-2025)

Behance: <https://www.behance.net/boluprime> (UI/UX Design Portfolio)

WORK EXPERIENCE & ACHIEVEMENTS

Graphic Designer — CubicSpace, United States (2025 - Present)

- Developed visually compelling editorial and brand design materials for international clients, ensuring consistency with client guidelines and brand voice.
- Produced creative assets that helped secure three high-profile client accounts within the first quarter.
- Optimised design workflows, reducing project turnaround times by 20% without compromising quality.
- Partnered with cross-functional teams to deliver marketing campaigns that increased client online engagement by 25%.

Product (UI/UX) & Graphic Designer — PowerPlug (Hespat Tech.) (2023-2025)

- Designed intuitive UI/UX for the PowerPlug platform, improving user onboarding completion rate by 35%.
- Led the redesign of the company's visual brand identity, resulting in a 40% increase in brand recognition across digital channels.
- Collaborated with developers to implement responsive and accessible design solutions, reducing reported usability issues by 50%.
- Created marketing and product graphics that drove a 28% growth in customer engagement on social media.

E-Commerce Developer & Product Manager — Tikifish Limited, Nigeria (2023)

- Successfully developed and launched Tikifish Limited's first e-commerce website, resulting in a significant increase in online sales and customer engagement.
- Streamlined the company's product management process, resulting in improved inventory management and a more efficient supply chain.

- Collaborated with cross-functional teams, including marketing and sales, to develop and implement successful online marketing campaigns that resulted in increased brand awareness and customer acquisition.

Brand & Product Designer — Fitzrovian, United Kingdom (2022)

- Designed an innovative packaging design for "Vue Ultrasound Gel," a non-invasive medical device used in medical diagnostic ultrasound procedures, while working as a product designer for a UK-based company in partnership with its sister company, Saligen Distribution Ltd. in Sierra Leone.
- The redesigned packaging contributed to a 2% increase in revenue in 2022, highlighting the importance of effective product design and branding in driving sales and business growth.

Motion & Graphics Designer / Social Media Manager — PrimeData Nigeria & Honour World App (2019 – 2022)

- Designed a user-friendly web application that increased sales and boosted gross profit by 62%, generating ₦1.3M in 2022.
- Consistently exceeded KPIs, earning three promotions in two years.

Co-founder & Team Lead — PluralCanvas (2016 – 2022)

- Co-founded and managed a branding and digital agency, delivering impactful brand identities and digital solutions.
- Grew company revenue to \$1,400 through effective sales and marketing strategies.

EDUCATION

Content Marketing — Hubspot Academy | 2022

B.Eng., Agricultural & Environmental Engineering — Federal University of Technology, Akure | 2017

TECHNICAL SKILLS

Design Tools: Adobe Photoshop, Illustrator, InDesign, Canva Pro, CorelDraw, Premiere Pro

Web Technologies: HTML, CSS, JavaScript, WordPress

Other Skills: Video Editing