

PATRICK ASARE - OBENG

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PROFILE SUMMARY

A Full-stack product designer & developer with 5 years' experience launching user-centered digital products from 0 to 1 for SaaS, e-commerce, and AgriTech. Skilled in design, development, and product strategy, with early-stage startup experience and a passion for building delightful, intuitive experiences that drive real-world outcomes. Proficient in Next.js, React, Tailwind, Hono, TRPC, PostgreSQL, and Vercel. Customer-first mindset, strong debugging and testing practices, and an eye for clean, scalable design. Passionate about leveraging modern tools (agentic IDEs, AI/ML prototyping) to solve user problems and deliver measurable impact.

SKILLS & TECHNOLOGIES

- Languages & Frameworks: TypeScript, JavaScript, Python, Next.js, React, Astro, Expo, Hono, TRPC, Tailwind, Shadcn UI
- Design: Figma, Wireframing, Prototyping, Usability Testing, A/B Testing
- Databases & ORM: PostgreSQL, MySQL, Supabase, MongoDB, Prisma, Drizzle
- Cloud & DevOps: Google Cloud Platform (GCP), Vercel, Netlify, Git, Docker, CI/CD
- Agentic IDEs/LLM: Experience with AI-assisted coding tools (e.g., Claude, ChatGPT, Deepseek, Grok); rapid prototyping with Windsurf/Cursor.
- Automation: N8N
- Analytics & Testing: Storybook, Playwright, Jest, Google Analytics, Hotjar
- Project Tools: Notion, Slack, Asana, Google Sheets/Docs

EXPERIENCE

Independent Product Developer & Designer – Upwork (Freelance) | 2022 – Present

- Built an LLM-powered automation tool using OpenAI, Airtable, Google sheet and n8n to streamline business operations workflows.
- Designed, built and deployed full-stack e-commerce and SaaS web solutions with Next.js, React, Tailwind, and PostgreSQL, achieving 20%+ sales boosts and 95% client satisfaction.
- Rapid prototyped and tested product features using AI coding tools, maintaining high usability and quality standards.
- Implemented end-to-end testing, thorough debugging, and continuous UX iteration based on client/user feedback.

Founder & Creative Lead – Eadith Studios (Takoradi, Ghana) | 2021 – Present(Paused)

- Led agency delivering 10+ digital products from conception to launch; increased client conversion rates by optimizing design and flow.
- Deployed MVPs and core features using React/Nextjs, Hono, TRPC, PostgreSQL, Git, Docker, Vercel and cloud platforms, ensuring codebase scalability and high availability infrastructure.

Product Owner & Lead Developer – FarmersPortal & Supplykhart (Eadith Studios) | 2022 – 2024 (Paused)

- Built and launched SaaS MVPs addressing supply chain challenges in Africa, achieving 100+ sign-ups.
- Conducted market research and stakeholder interviews to define product features.
- Designed and developed the platform prototype, securing early validation from users.

UX Developer / Frontend Engineer – Spoke (Paris, France) | 2021

- Developed data-rich dashboards with React, TypeScript, and Webflow, streamlining workflows and reducing deployment time by 25%.

Product Designer – GIT PLUS (Accra, Ghana) | 2019 – 2021

- Designed wireframes, prototypes, and user flows, leading to a 15% increase in engagement.
- Conducted user testing and refined features for improved usability.

SIDE PROJECTS

- **NOYAWA:** Logistics platform built during the COVID-19 crisis to connect local food suppliers with urban households. Pitched to Y Combinator; discontinued due to funding but validated market need and MVP.
- **AI-Driven Dashboard Prototypes:** Currently experimenting with data visualizations and AI-enhanced UX for market and industry trends.
- **AI Onboarding Assistant** – Designed for Instagram-based food sellers using TallyForms, OpenAPI, Google Sheet, Airtable, and n8n. Streamlined order flow and customer engagement
- **WeOuddy** – Built a 0-to-1 social event platform enhancing event discovery and engagement using Nextjs, Tailwind, ShadcnUI, PostgreSQL, TRPC, Supabase, and also with the help of AI-assisted coding tools and IDE's (Claude, ChatGPT, Deepseek, Windsurf, and Cursor).

EDUCATION

BSc in Information Technology Management – University of Professional Studies, Accra | 2015 – 2019

CERTIFICATIONS

- Google Project Management: Foundations, Initiation & Planning
- (In Progress) IBM Data Science Professional Certificate

INTERESTS

- Design Thinking, Animation & Micro-interactions
- SaaS Development & Cloud Engineering
- Leveraging AI/ML models for prototyping & Problem-Solving through Design
- Market analysis and predictions