

# PATRICK ASARE - OBENG

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## PROFILE SUMMARY

Innovative Design Engineer and Product Designer with 4+ years of experience bridging design and engineering. Skilled in crafting user-centric interfaces with React, Tailwind, Figma, and Framer Motion. Adept at translating complex requirements into seamless user experiences, leveraging micro-interactions and animations to enhance product engagement. Passionate about building end-to-end digital solutions, from ideation to deployment, for startups and enterprises seeking scalable, user-centric products.

## SKILLS & TECHNOLOGIES

- Languages & Frameworks: TypeScript, JavaScript, React.js, Next.js, Astro
- Design & Frontend: Figma, Tailwind CSS, Framer Motion, Micro-interactions, Animation
- Backend & Databases: Prisma, Supabase, PostgreSQL, MongoDB, MySQL, REST API
- DevOps & Tools: Git, Docker, Vercel, CI/CD
- Collaboration & Methodologies: Agile, Scrum, Remote Teams
- UX Research: User Interviews, A/B Testing, Usability Testing, Wireframing, Prototyping

## EXPERIENCE

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

- Designed, developed, and deployed e-commerce platforms and landing pages using Shopify, React, and Next.js, boosting client sales by 20%.
- Delivered scalable, responsive web solutions with a 95% client satisfaction rate.
- Implemented animations and micro-interactions to enhance user engagement.

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

- Founded a digital agency specializing in full-stack e-commerce solutions and MVP development.
- Led a team to deliver 10+ projects, increasing client conversion rates through optimized UI/UX.
- Engineered scalable solutions using React, Prisma, PostgreSQL, and cloud platforms.

### 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.
- Paused development in 2024 due to external economic and resource challenges.

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

- Created user-friendly dashboards and landing pages with React, TypeScript, and Webflow.
- Improved development workflows, reducing deployment timelines.

### 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

WeOuddy – Full-stack social event platform enhancing event discovery and engagement.

- Designed, developed, and launched the full-stack MVP, with live user testing.
- Engineered the frontend using React, Framer Motion, and Tailwind CSS.
- Developed backend services with Prisma and Supabase for scalability.
- Conducted UX research and usability testing to refine features.

## **EDUCATION**

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

## **CERTIFICATIONS**

- Google Project Management: Foundations, Initiation & Planning

## **INTERESTS**

- Animation & Micro-interactions
- SaaS Development & Cloud Engineering
- Leveraging AI/ML models for prototyping & Problem-Solving through Design