

ADETOLA ADETULA

Product Designer | Brand Designer | Design Engineer

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PROFESSIONAL SUMMARY

Multidisciplinary Product and Brand Designer with 7+ years of experience delivering human-centered design solutions across healthcare, fintech, e-commerce, education, and hospitality sectors. Proven expertise in UX research, UI design, design systems, brand identity, and no-code development. Adept at leading cross-functional collaboration with developers, copywriters, and stakeholders to drive user engagement and measurable business outcomes.

PROFESSIONAL EXPERIENCE

Design Lead | *Keys Community — Social Networking* Jan 2025 – Present | Remote, London

- Leading end-to-end UX/UI design for a social networking platform, defining design systems, interaction patterns, and user flows to support product growth.
- Collaborating directly with engineering and product teams in an agile environment to ship high-quality, user-centered features.
- Conducting user research, usability testing, and iterative prototyping to continuously improve the product experience.
- Establishing design standards and component libraries in Figma to ensure consistency and scalability across the platform.

Brand & Product Designer | *SkillsonScreen — EdTech* Aug 2022 – Mar 2023 | Contract, Nigeria

- Created the brand's full visual identity system including logo design, color palette, typography, and brand guidelines from concept to delivery.
- Conducted comprehensive user research and usability testing to identify high-demand course categories and shape product strategy.
- Designed an intuitive, accessible website UI focused on seamless navigation, improving the overall user journey for learners.
- Developed interactive prototypes in Figma and led usability testing sessions, translating user feedback into actionable design improvements.
- Partnered cross-functionally with developers, copywriters, and stakeholders to deliver designs from wireframe to production.

Brand Designer | *Events by B&C FABS — Hospitality & Events* May 2022 – Mar 2023 | Remote, Nigeria

- Spearheaded a full rebrand including logo redesign and visual identity refresh, modernizing the company's market presence in the competitive events industry.
- Designed end-to-end event branding packages — stage designs, venue props, banners, brochures, and flyers — for high-profile productions, consistently exceeding client expectations.

Graphic Designer | *MegaLectrics Limited — Media* Aug 2021 – Feb 2023 | Hybrid, Nigeria

- Managed the visual identities of four prominent radio brands — Beat FM, Naija FM, Lagos Talks, and Classic FM — producing tailored assets across digital and print media to ensure brand consistency.
- Delivered a significant visual transformation across all four stations, elevating brand recognition and digital presence across social media platforms.

OTHER EXPERIENCE

Brand Designer — *Capital Club (Hospitality)* | Dec 2021 – Dec 2024 | Remote, Nigeria

Graphic Designer — *Nimerex (Fintech & E-commerce)* | Jul 2018 – Dec 2021 | Remote, Texas

SKILLS

Design & UX: UX Research, UI Design, Interaction Design, Wireframing, Prototyping, Usability Testing, Information Architecture, Design Systems, Responsive Web Design, Mobile App Design

Brand & Visual: Brand Strategy, Logo Design, Brand Identity, Visual Identity, Typography, Motion Design, Print Design, Art Direction

Tools & Software: Figma, Adobe Illustrator, Adobe Photoshop, Adobe XD, Adobe After Effects

No-Code Development: Framer, Cursor, Claude, Codex

SELECTED PROJECTS

Anylytics – Website Design & Development | UX/UI Design, No-Code Dev | 2025

Designed and developed a high-converting marketing website for an AI-powered analytics platform. Simplified complex data concepts through clear information architecture, conversational UX, and strong visual hierarchy. Delivered a fully responsive, investor-ready site built in Framer — improving product clarity, user engagement, and market positioning.

CD Care – E-Commerce App Redesign | UX/UI Design | Nov 2023

Conducted a full concept redesign of the CD Care e-commerce app addressing core UX pain points. Delivered end-to-end UX research, UI design, interactive prototyping, and actionable recommendations to improve usability and conversion.

1Africa – Responsive Website Design | UI Design | May 2024

Designed a fully responsive website for 1Africa, a fintech-driven e-commerce platform. Focused on intuitive information architecture, mobile-first accessibility, and seamless interaction design.

TruckersBridge – Brand Identity | **Landing Page** | Branding, UI Design, No-Code Dev | Jul 2024

Developed full brand identity including logo design, motion design, and a no-code landing page for TruckersBridge — a platform dedicated to the training and education of African truck drivers. Delivered a cohesive visual identity and a responsive, user-focused web experience.

EDUCATION

Bachelor of Arts — Mass Communication | Adekunle Ajasin University

2015 – 2019 | Nigeria

CERTIFICATIONS

- Foundations of User Experience (UX) Design — Google (Jan 2024)
- Introduction to User Experience Design — Georgia Institute of Technology (Dec 2024)
- Logo Development: Identity Delivery — LinkedIn Learning (Dec 2024)
- Brand Strategy for Designers — LinkedIn Learning (Dec 2024)
- Introduction to Typography — California Institute of the Arts (Jan 2025)
- UX Foundations: Style Guides and Design Systems — LinkedIn Learning (Jan 2025)