OBINNA ONYIA

Product Designer (UI UX), Brand Designer

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LINKS LinkedIn Behance Website

PROFILE

Creative and results-driven Product Designer with 4+ years of experience across Fintech, Climate-Tech, Web3, Edutech, SaaS, and Telemedicine. Passionate about solving complex user problems with intuitive design. Proven ability to drive user engagement (25%+ increase), streamline workflows, and align design with business and brand goals.

PROFESSIONAL EXPERIENCE

Brand & Product Designer - Miri Africa
Full time Lagos
African Climate Intelligence Company
August 2025 - Present

- Collaborated with cross-functional teams to design a variety of digital products for the company, including weather forecasting applications and web platforms.
- **Miri App**: Led the design of a weather forecasting application that enables users to monitor and report key environmental and climate variables.
- **Miri Dashboard**: Contributed to the design and development of the company's data dashboard for visualizing critical weather metrics such as Air Quality Index (AQI), humidity, temperature etc.
- Revamped the entire digital brand outlook of the company, resulting in increased social media engagements from the moment I came onboard in August 2025.
- Played a key role in the visualization and branding of the company's physical workspace, enhancing overall visual consistency and improving the interior aesthetic.

UI UX Designer - Soge Digital Hub
Contract Lagos
Design Agency
April 2025 - May 2025

- Collaborated with cross-functional teams to design a variety of digital products in a fast-paced environment.
- **JetSet AI**: Designed AI-powered features for hotel booking and vacation planning, focusing on intuitive recommendations and smart itinerary UX.
- **Ibloom.io**: Collaborated in building a playful and engaging UI for a children's learning and quiz app, balancing accessibility with fun, age-appropriate interactions.
- **Mozaic.io**: Collaborated with the team in designing a sleek, user-friendly platform that allows content creators and collaborators to split proceeds and manage royalties seamlessly.
- Contributed to a dating app interface enhancing user onboarding and profile discovery.
- Created prototypes and visual systems that improved team alignment and reduced iteration cycles.

UI UX Designer - Buildas
Contract Singapore
App & Software Agency
Nov 2024 - Dec 2024

- Designed responsive web and mobile interfaces for global clients.
- Improved checkout flow design, increasing sales by 10%.
- Boosted user engagement by 20% and reduced bounce rate by 15%.
- Conducted usability testing, created wireframes and high-fidelity prototypes.
- Collaborated with developers to implement designs seamlessly.
- Conducted user research and usability testing to gather insights.
- Created Style Guides, Design Systems, and Brand Guidelines for clients.

Lead Designer - Embodilearn
Freelance Contract Lagos
Edutech Platform

Aug 2024 - Nov 2024

- Led the design of web and mobile platforms from scratch.
- Increased revenue and signups by 20% within the first month of launch.
- Conducted user research (50+ participants), improving navigation by 17%.
- Built a scalable design system that reduced dev time by 30%.Created a scalable design system that reduced development time by 30%.
- Managed a cross-functional team and delivered a product to 1,000+ users.

Brand & Graphic Designer - British American Tobacco (BAT)
Designer Lagos
Manufacturing

Aug 2023 - Sep 2024

Frameworks: Adobe Photoshop, Adobe Illustrator,

- Maintained and evolved BAT's visual identity for digital campaigns.
- Created impactful graphics for social media platforms.
- Boosted brand consistency and engagement across marketing channels.

UI UX Designer - Flipeet
Designer Lagos
Crypto and Web3

Sep 2022 - Nov 2023

- Designed web app interfaces to simplify crypto onboarding.
- Developed brand assets and motion content
- Improved product engagement via interactive components and clear flows.
- Collaborated on social media campaigns to enhance brand awareness and engagement.

KEY IMPACT METRICS

Interface Design Success

Designed 10+ product interfaces for global brands.

High Satisfaction Score

Achieved 90%+ satisfaction via usability testing.

Enhanced Engagement Metrics

Boosted user engagement by 25% through UX writing & iteration.

Brand Awareness Growth

Increased brand awareness by 30% via social campaigns.

SKILLS

Interface Design Success

Design Skills

- UX Design (UED)
- Visual Design
- Prototype and Wireframing
- Mobile App Design
- UX Copywriting
- Design Systems

Tools and Software

- Figma (Expert)
- Adobe Creative Suite (Proficient)

Soft Skills

- Collaboration & Communication
- Team Leadership
- Problem-Solving
- Innovation

EDUCATION

Nov 2016 - Aug 2021

Bachelor's Degree - BA, International Studies and Diplomacy

University of Benin