TITILOPE AKINYEMI

PRODUCT & BRAND DESIGNER

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PROFESSIONAL SUMMARY

Product and Brand Designer with over three years of experience across UI/UX, brand identity, and digital product design for startups and independent clients. Currently the **Founding & Lead Product Designer** at **AcademiaHub Africa**, a pan-African academic collaboration platform, shaping the product experience from the ground up while delivering brand identity work for **freelance clients**. Also completed a product design internship at **PipeOps**. Skilled in end-to-end UX/UI design, design systems, and visual identity, with a design sensibility that leans editorial, minimal, and premium. Comfortable working directly with founders and engineering teams to move fast without sacrificing craft.

PROFESSIONAL EXPERIENCE

Founding & Lead Product Designer | 2024 - Present
AcademiaHub Africa (academiahubafrica.org) - Product & Design Team

- Led the end-to-end product design process from concept to execution as the first and founding designer, defining the platform's visual direction and UX strategy.
- Shaped the product vision alongside founders, designing core user flows across student onboarding, academic dashboards, resource browsing, and platform navigation.
- Built and maintained a comprehensive design system covering typography, spacing, color tokens, buttons, cards, and layouts, enabling faster handoff and consistency across the product.
- Designed responsive mobile and web interfaces with dark mode support, prioritizing accessibility and intuitive experiences for African students.
- Collaborated closely with developers to ensure design feasibility, manage iterations, and improve usability based on ongoing feedback.
- Established AcademiaHub Africa's visual identity and digital presence, balancing professionalism, accessibility, and modern aesthetics across the platform.

Product Design Intern | 2025
PipeOps (pipeops.io) - Product & Design Team

- Designed and documented a scalable design system inspired by Material 3 and Flowbite, covering visual foundations, spacing rules, typography, grid systems, and reusable UI components; improved team consistency and sped up interface design across projects.
- Audited existing interfaces to identify inconsistencies and unify patterns, establishing design tokens, naming conventions, and accessibility guidelines used by product and engineering teams.
- Built structured user flows for Zenplan, mapping key interactions, entry points, and decision paths to simplify task management and scheduling experiences.
- Designed the complete Zenplan landing page, including research, wireframes, high-fidelity UI, responsive layouts, and conversion-driven sections.
- Contributed to additional in-house product explorations, including early concepts for a budget app interface, a design-maker web app, and the Aervix HVAC website.

PROJECTS

Maison Sève Fashion E-commerce Website (UI/UX & Product Design) | 2026

View live website

An online store for a slow-fashion label that makes clothes for women and men in wool, silk and linen. I wanted it to feel like a beautiful lookbook while still making it easy to find a piece you love and buy it.

- Planned the shopping journey around one simple path, from collection to product to checkout, and placed the brand's story (the atelier, the campaign film, the journal) around that path so it adds feeling without slowing anyone down.
- Designed product pages around what a shopper needs before buying: clear photos, size selection and one obvious buy button, plus a USD/NGN currency switch so local and international customers both see prices they understand.
- Directed the scroll flow and section transitions so the site moves at a slow, easy pace, like turning the pages of a printed lookbook.
- Set the visual direction with editorial type, generous white space and a soft, muted palette, so the clothes always stay the main thing you look at.
- Designed responsive layouts for every screen size and saw the project through from first idea to a live website.

FLUX Web3 Product Concept (UI/UX & Interaction Design) | 2026

View live website

A concept for moving crypto between blockchains. Today that usually means jumping between apps and finding out the fees at the last minute, which is stressful. I set out to design something that feels calm and clear instead.

- Designed a summary screen that shows the fees, estimated time and full route before anyone commits, so nothing comes as a surprise.
- Turned a technical routing decision into a simple side-by-side comparison of steps, time and cost that someone with no technical background can read with confidence.
- Designed for when things go wrong, not just when they go right, with a failed-route state and honest demo labels on every number so no one mistakes the concept for a real financial product.
- Created the concept's signature moment: as you scroll, a coin melts from an Ethereum form into a Solana form, explaining the whole product before you read a word.
- Made accessibility part of the design from the start, with a reduce-motion switch and layouts that stay usable on phones and slow internet.
- Took the concept from first idea to a live, responsive website.

Israel Akintunde Personal Brand Identity (Freelance Branding Project) | 2026

View on Behance

A brand refresh for a designer and software engineer, built around a bold profile mark and the positioning line "I design. I code. I solve."

- Designed a profile logomark and full wordmark lockup, with outline, line, and solid variations so the mark holds up across sizes and backgrounds.
- Defined a five-color palette (Obsidian Black, Graphite, Stone, Warm White, and an Electric Blue accent) with documented rationale for each color, plus graphic elements pairing brutalist concrete imagery with a flowing blue form.
- Applied the identity across digital and physical touchpoints, including a website hero, Instagram profile, hoodie and tote merch, a notebook, a letterhead, and business cards, and compiled it all into a brand guide.

First Bank Mobile App Redesign (UI/UX Case Study)

View on Behance

Redesign of one of Nigeria's leading banking apps, focused on creating a cleaner, smarter, more personalized mobile banking experience.

- Identified key pain points in the existing mobile dashboard: overcrowded UI, outdated visuals, and poor prioritization of core actions.
- Redesigned the dashboard to improve usability, personalization, and visual clarity, with smarter navigation hierarchy and faster access to frequent actions.
- Prototyped smooth transitions and micro-interactions for a more responsive, premium feel.

Koraa Budgeting & Savings App (UI/UX Case Study)
View on Behance
A smart budgeting app helping users track expenses, manage budgets, and grow savings through a simple, distraction-free financial experience.

- Conducted research on existing budgeting platforms to identify usability gaps such as complex navigation and cluttered dashboards.
- Created wireframes and user flows focused on expense tracking, budget planning, and savings progress visualization.
- Built interactive prototypes demonstrating transaction tracking, budget breakdowns, and savings progress feedback.

Vortex Blockchain Security Logo & Brand Identity (Branding Case Study)
View on Behance
A modern brand identity system for a blockchain security platform focused on trust, speed, and digital protection.

- Developed a distinctive logo mark inspired by vortex motion and blockchain connectivity, symbolizing secure data flow and network strength.
- Defined visual foundations including color palette, typography, spacing rules, and icon style to maintain consistency across digital platforms.
- Built brand guidelines documenting logo usage, spacing, color hierarchy, and visual tone to support future design and marketing needs.

DriveOps Cloud Storage Admin Management (SaaS Dashboard Case Study)
View on Behance
A cloud administration platform designed to simplify the management of cloud resources and workflows for enterprise teams.

- Structured the information architecture to simplify complex admin tasks, ensuring quick access to key actions and system insights.
- Designed responsive dashboard layouts with data visualization, usage metrics, and activity logs for improved system monitoring.
- Built reusable UI components and scalable layouts optimized for enterprise SaaS environments.

SKILLS

UX/UI Design: Wireframing, Prototyping, Interaction Design, Responsive Design, Information Architecture
Research: User Interviews, Surveys, Personas, Heuristic Evaluation, Usability Testing, Competitive Analysis
Branding: Logo Design, Visual Identity, Brand Guidelines, Design Tokens, Typography Systems
Design Tools: Figma, FigJam, Framer, Adobe Illustrator, Adobe Photoshop, Adobe InDesign

EDUCATION

Oduduwa University (OUI), Osun State, Nigeria
B.Sc (Hons) Industrial Chemistry

CERTIFICATIONS

- Certificate of Completion, School of Product - Axia Africa

LEADERSHIP & COMMUNITY

- President, Student Chemical Society of Nigeria, OUI Chapter (SCSNOUI) - May 2023 to June 2024