

# Oluwadara Osewa | Product Designer

Location: Lagos, Nigeria | Telephone: +234 706 695 1708 | Email: oluwadaraakinukave@gmail.com

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## Professional Profile

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A creative and results-driven **Product Designer** and Digital Marketing Strategist with 5+ years of experience blending user experience design with marketing strategies. Adept at leveraging graphics design and digital marketing expertise to create seamless, user-centric products that drive business growth and engagement. Skilled in UI/UX design, prototyping, brand strategy, and content creation, with a passion for developing products that balance functionality with visual appeal.

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## Core Skills

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- User Experience (UX)
- User Interface (UI) Design
- Prototyping & Wireframing (Figma)
- User Research & Usability Testing
- Visual Design & Brand Consistency
- Information Architecture & User Flows
- Content Creation & Brand Messaging
- Graphic Design & UX/UI Design
- Google My Business & Social Media Analytics
- Team Leadership & Collaboration
- Budget Management & ROI Optimization
- Marketing Automation & Trend Monitoring
- Creative Problem Solving & Leadership

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## Projects

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- **Tobams Colors** – Designed a luxury fashion platform focused on blending African prints with modern western clothing.
- **Covenant Nation Lekki Database /Website** - Designed and managed the user interface for the Covenant Nation Lekki Database Website, creating a user-friendly platform for church members to register their information and access community resources.
- **Jite Newton Website Redesign** - Developed high-converting landing pages for the Jite Newton Website, helping to increase conversions through an optimized and user-centric design.
- **Tobams University Ambassador Project** - Designed the onboarding page and process aimed at recruiting 1 million tech talents through university ambassadors, emphasizing a smooth user flow to enhance sign-ups.
- **HandiFind App** - Designed and prototyped a mobile app that connects artisans with people in need of their services, improving accessibility and usability for both artisans and clients.
- **Chadsworth Sixthform College** - Developed high-converting landing pages for this educational institution, helping to increase conversions through an optimized and user-centric design.

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## Professional Experience

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May 2024

Product Designer | Tobams Group

As a member of the Product Design Team, I contributed to the strategic design and development of user-centric web and mobile interfaces for various platforms within Tobams Group. I worked closely with cross-functional teams to ensure that designs aligned with business objectives and user needs, while also refining design processes and enhancing product usability.

### Key Responsibilities

- Designed on boarding flows for the Tobams University Ambassador Project, enhancing the user experience for ambassadors across Nigerian universities.
- Re-designed the Tobams Colors website, enhancing the user experience for existing and new users
- Assisted in the creation of a design system to maintain visual consistency across all Tobams Group digital platforms.
- Collaborated with developers and stakeholders to implement design solutions that addressed both technical requirements and user needs.

### Key Achievements

- Played a pivotal role in redesigning the Tobams Colors website, elevating user engagement and satisfaction with an enhanced, user-friendly interface.
- Contributed to the Tobams University Ambassador Project by creating on boarding screens and forms, leading to a 25% increase in ambassador sign-ups within the first month.
- Successfully designed the **Talent Listing Page** and **Client Candidate Page**, which streamlined the recruitment process and increased user engagement by 30%.

2023 – 2024

Product Designer | The Covenant Nation, Lekki

In this volunteer role, I was responsible for designing user-friendly interfaces and managing digital content creation. I led efforts to improve member engagement through innovative design strategies for community platforms.

**Key Responsibilities**

- Designed and managed a database platform to streamline member information and event registration.
- Collaborated with the media team to optimize the user experience for church members.

**Key Achievements**

- Designed a user-friendly volunteer database, improving communication efficiency and members participation

2022 – 2024

Graphics Designer/Digital Marketing Strategist | Children's International School & Chadsworth

As the Digital Marketing Strategist and Graphics Designer, I led campaigns to boost student enrolment and enhance parent engagement, while ensuring all digital and visual content aligned with the school's brand objectives.

**Key Responsibilities**

- Managed the development of social media content calendars in line with the school's brand objectives.
- Designed consistent brand-aligned materials for both internal and external communications, including the school's Yearbook, significantly contributing to the school's marketing efforts.
- Analysed campaign performance metrics and adjusted strategies to improve results.

**Key Achievements**

- Increased social media engagement by 40% through targeted digital content and consistent scheduling.
- Boosted website traffic by 30% through effective SEO optimization.
- Strengthened the school's brand presence with high-quality visual assets that enhanced marketing efforts.

2020 – 2022

Digital Marketing Strategist/Graphics Designer | Lagos Executive Cardiovascular Centre

I managed the centre's digital marketing strategies, focusing on increasing patient engagement and improving lead generation. My role included handling the centre's online presence across SEO, social media, and email marketing platforms.

**Key Responsibilities**

- Developed and executed digital marketing plans, including SEO and PPC campaigns.
- Managed content creation and designs for social media platforms, ensuring alignment with patient needs.
- Led blog creation and email marketing campaigns, working with the design team to boost engagement rates and patient interaction.

**Key Achievements**

- Increased patient inquiries by 30% through an optimized digital advertising strategy.
- Boosted the centre's online visibility, resulting in a 25% increase in website traffic.

2017 – 2020

Digital and Brand Coordinator | Medical Entrepreneurs

As the Digital and Brand Coordinator, I oversaw the company's branding efforts and digital marketing strategies, focusing on increasing brand visibility and community engagement. I led the development of a digital presence that positioned Medical Entrepreneurs as an industry leader.

**Key Responsibilities**

- Managed the company's website and social media platforms, aligning content with the brand's vision.
- Led the development of digital marketing campaigns to drive engagement and customer acquisition.
- Analysed campaign performance and optimized strategies based on data insights, improving ROI.

**Key Achievements**

- Increased brand awareness by 50% through targeted digital campaigns.
- Successfully rebranded the company's digital presence, leading to a 30% increase in membership.

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## Education & Qualifications

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**MSc. (In View)**

*Digital Marketing (Liverpool, John Moore University)*

**B.Sc. (Hons.) Electrical Electronics Engineering**

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## Certifications

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*Product Design Certification | Geneza Design School*

*Product Design Certification | Univelcity*

*Building Design System | Udemy*

*Digital Marketing Analytics | Shaw Academy*

*Google Ads Certification | Pluralsight*

*360 Integrated Branding | Orange Academy*

*Google My Business Certification | Google*

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## Additional Information

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**Design & Creative Tools:** Figma, Adobe Photoshop, Adobe Illustrator, Adobe After Effects, Canva Pro

**Marketing & Analytics Tools:** Google Analytics, HubSpot, SEMrush, Google Ads, Social Media Analytics

**Others:** WordPress (Divi), Mailchimp, Substack, Microsoft Office Suite, HTML/CSS basics

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## Volunteer Work

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**Teen Coach/Counsellor |** Solid Foundation Teens & Youth Ministry

**Graphics Designer |** Women Impacting Nigeria

**Media Volunteer |** The Covenant Nation

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References available on request

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