Boluwatife Adebiyi Omotoyinbo

Product Designer | Design Engineer

Lagos, Nigeria | +234 708 5265 374 | ba.omotoyinbo@gmail.com | Portfolio: https://bit.ly/omotoyinbo

PROFESSIONAL SUMMARY

Product Designer and Design Engineer with a strong foundation in traditional and digital marketing, print management, and digital printing. Proficient in Adobe Creative Suite and web development tools including HTML, CSS, JavaScript, Node.js, and Webflow. Currently completing a Bachelor of Science in Software Development at Brigham Young University-Idaho, alongside Google UX certifications. Known for blending artistic understanding with a strategic approach to deliver innovative design and technology solutions.

CORE SKILLS

- Design & Creativity, User Interface Design, Print Management
- Project Management & Strategy, Time Management
- Creative Thinking & Problem Solving, Advertising Strategy
- Technical Proficiency: Adobe Photoshop; HTML, CSS, JavaScript, Node.js, Next.js, Express.js, Webflow Development
- Client Communication & Collaboration, Self-Learning and Adaptability

TOOLS & SOFTWARE

- Design: Adobe Creative Suite (Photoshop, Illustrator, InDesign, XD), Figma, CorelDRAW
- 3D Modelling & Animation: Fable, Jitter, Spline 3D, Adobe After Effects
- Web Development: VS Code, Webflow, Lovable.ai, Bolt.new, Codex, Claude Code, Figma Make

PROFESSIONAL EXPERIENCE

Lead Designer, Merchant Solutions — eTranzact International Plc *Jul 2023 – Mar 2026*

- Lead a team of 3 designers, setting design direction and quality standards for merchant-facing products.
- Manage working relationships with engineering and product management teams, aligning design output with technical feasibility and business goals.
- Drive the end-to-end design process from discovery through wireframes, prototypes, and final UI, ensuring consistency across the merchant product suite.
- Run design critiques and reviews for the team, mentoring designers and raising the bar on usability and visual quality.
- Represent design in cross-functional planning sessions, translating product requirements into actionable design priorities for the team.

Graphic Designer — Credo (a product of eTranzact International) *Feb 2023 – Dec 2024*

- Led the design and production of print materials, including brochures, posters, and marketing collateral.
- Collaborated with the marketing team to create visually compelling digital assets for social media platforms.
- Utilized Adobe Creative Suite to develop eye-catching designs for print and digital mediums, consistently meeting tight deadlines.

Lead Graphic Designer | Print Manager — XO By Lewa *Oct 2021 – Feb 2023*

- Directed graphic design efforts for print and digital materials, ensuring brand consistency and meeting client goals.
- Implemented quality control for print projects, upholding industry standards.
- Managed end-to-end print production, ensuring timely project completion within budget.

Lead Graphic Designer | Team Lead — Kunslar Communication *Feb 2020 – Sep 2021*

- Led a team on design and print projects for real estate clients, achieving a 20% increase in customer retention and satisfaction.
- Played a key role in branding campaigns for real estate projects, contributing to a 25% growth in client portfolios.
- Fostered strong client relationships, enhancing the company's reputation and client base in the real estate sector.

EDUCATION

B.S. Software Development (in progress) — Brigham Young University-Idaho, USA *Expected Aug 2026*

Associate of Applied Science in Software Development — Brigham Young University-Idaho, USA*Dec 2025*

OND, Urban Planning — Federal Polytechnic Ado-Ekiti *Dec 2018*

CERTIFICATIONS & TRAINING

- Social Media Marketing Certificate — Ensign College
- Web and Computer Programming — Brigham Young University-Idaho
- Web Development — Brigham Young University-Idaho
- Introduction to User Experience Design — Coursera | Google
- Foundations of User Experience (UX) Design — Coursera | Google
- Introduction to User Experience Design — Georgia Institute of Technology
- Master Digital Product Design: UX Research & UI Design — Udemy