

BLESSING EYINLA

Product Designer

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Professional Summary

I am a highly creative and results-driven Product Designer with a passion for crafting user-centered designs and impactful marketing strategies. With a proven track record of blending aesthetics and functionality to create intuitive products, I leverage design thinking and data-driven insights to deliver engaging user experiences and drive business growth. My expertise in UI/UX design enables me to develop cohesive solutions that resonate with target audiences and achieve measurable results. I am seeking opportunities to collaborate with innovative teams, where I can apply my skills to solve complex problems, enhance brand presence, and create products that inspire and perform.

Work Experience

Sept 2025 - Current

Product Designer | **Techsity**

Lagos, Nigeria

1. Led the end-to-end product design of an AI-powered career transition platform (Uvivio), from landing page to learner dashboard.
2. Designed structured learning journeys and roadmaps, breaking complex skills into weekly lessons, tasks, quizzes, and proof-based verification.
3. Defined and implemented dashboard systems including goals tracking, task progress, mentor sessions, appointments, and weekly reports.
4. Designed proof submission and verification flows, integrating quizzes, reflections, document uploads, and AI-assisted feedback.
5. Collaborated closely with product and engineering teams to ensure designs were feasible, consistent, and scalable.
6. Led visual and interaction design decisions, ensuring clarity, accessibility, and confidence at every stage of the user journey.

March 2025 - August 2025

Product Designer | **PowpUp**

Cambridge, UK

1. Redefined the platform's design direction, introducing clarity, consistency, and a more engaging visual identity that elevated brand perception and user trust.
2. Transformed vague product ideas into functional, user-friendly experiences, helping the team move from concept to testable MVP quickly, saving time and development costs.

3. Improved user onboarding and activation by simplifying how people discover, join, and host PowpUp, which directly boosted new user retention and engagement.
4. Created a new landing page strategy based on feedback and UX best practices, which clearly segmented audiences (attendees vs hosts) and increased conversion rates.
5. Led a shift toward mobile-first, accessible design, ensuring the app reached a broader demographic and remained inclusive across devices and screen sizes.
6. I worked closely with product, engineering, and marketing teams, aligning design decisions with core business goals and ensuring fast, iterative delivery.
7. Introduced design systems and reusable UI components, speeding up future development and maintaining consistency across all user flows.
8. Embedded user feedback into the design process, using critiques to refine flows like map view, QR interactions, and vibe-based discovery, which helped the product feel more intuitive and delightful.
9. Helped define the emotional tone of the brand by crafting copy, interactions, and layouts that reflected spontaneity, creativity, and community, core to PowpUp identity.

June 2023 - February 2025

Product Designer | **Bridgegate Creative Hub LTD**

Lagos, Nigeria

1. I designed intuitive and visually appealing web and mobile applications, improving usability and engagement.
2. I Conducted user research, wireframing, prototyping, and usability testing to optimize design outcomes.
3. Collaborated with cross-functional teams, including developers and product managers, to deliver scalable and user-focused designs.
4. Developed interactive prototypes using tools like Figma to visualize design concepts and streamline development.
5. I Created responsive designs optimized for desktop, tablet, and mobile platforms to ensure seamless experiences across devices.
6. I collaborated closely with developers to ensure accurate implementation of designs.

Skills

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- Proficiency in the use of Microsoft Word, Excel, and PowerPoint.
 - Proficiency in using Figma, Canva and some AI tools
 - Excellent communication skills, Time management, meeting deadlines, and attention to details.

- Strong research (learning new software quickly), Product design skills, and organizational skills.
- Fundamental design Principles, Typography, UI/UX design, layout and design, Color Theory, website design, Word press, A/B testing and Landing page.

Education

The Federal University of Technology, Akure.

Bachelor of Engineering Agricultural and Environmental Engineering

Portfolio

Click here: <https://blessingeyinla.com>