AL-AMEEN ADERIBIGBE

Product Designer | UI/UX & Brand Identity

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PROFILE

Product Designer with hands-on experience designing digital products, user interfaces, brand systems, and digital experiences for startups and growing businesses. Skilled in translating business and product requirements into clear user flows, intuitive interfaces, interactive prototypes, and consistent visual systems.

Experienced in Figma, UI/UX design, wireframing, prototyping, information architecture, design systems, and user-centred problem solving. Comfortable working from early-stage product ideas through discovery, user flows, interface design, prototyping, presentation, feedback, and refinement.

Combines product thinking with a strong background in brand identity, creating digital experiences that balance usability, clarity, and visual consistency.

CORE SKILLS

Product Design: UI/UX Design · Web Design · Mobile App Design · User Flows · Wireframing · Prototyping · Information Architecture · Interaction Design · Visual Design · Design Systems · Responsive Design · User-Centred Design

Figma & Design Workflow: Figma · FigJam · Interactive Prototypes · Components · Auto Layout · Design Libraries · Design Handoff · Organised Design Files

Brand & Visual Design: Brand Identity · Visual Systems · Typography · Colour Systems · Brand Guidelines · Creative Direction · Digital Brand Experience

Research & Problem Solving: User Research · Audience Analysis · Problem Definition · Opportunity Identification · Competitor Research · Strategic Ideation

Collaboration: Stakeholder Communication · Client Presentation · Feedback & Iteration · Cross-functional Collaboration · Project Coordination

EXPERIENCE

Freelance Product & Brand Designer — Nigeria | *January 2024 – Present*

- Design web and mobile interfaces for startups and growing businesses, translating business and product requirements into clear digital experiences.
- Create user flows, wireframes, high-fidelity UI designs, and interactive prototypes in Figma.
- Structure screens, navigation, and interaction patterns around user needs, business objectives, and ease of use.
- Develop reusable visual systems including components, typography, colour systems, spacing, and interface patterns.
- Work through the design process from discovery and problem definition to ideation, interface design, prototyping, presentation, feedback, and refinement.
- Collaborate with clients and stakeholders to gather requirements, communicate design decisions, incorporate feedback, and deliver organised design files.
- Apply brand identity principles to digital products to maintain consistency across digital touchpoints.

SELECTED PRODUCT DESIGN PROJECTS

DynaRaise — Fundraising Mobile App | *Submitted for pitching*

Product Design / UI/UX

- Designed a mobile fundraising experience focused on making campaign discovery, donation, and fundraising workflows clear and accessible.
- Defined information architecture and user flows for donors, fundraisers, and account management.

- Designed mobile screens covering campaign discovery, campaign details, donation, payment, activity, notifications, fundraising, verification, and dashboard experiences.
- Developed a consistent UI system covering typography, colour, spacing, components, and interaction patterns.
- Created high-fidelity screens and prototypes in Figma.

CoRaise — Fundraising Platform

Product Design / UI/UX

- Designed a fundraising platform focused on creating a clear and accessible experience for donors and fundraisers.
- Defined user flows and information architecture for key donor and fundraiser journeys.
- Designed interfaces covering campaign discovery, campaign details, donation, payment, fundraiser onboarding, and account experiences.
- Developed reusable interface components and visual patterns to maintain consistency across the product.
- Created high-fidelity screens and interactive prototypes in Figma.

IVote — Digital Voting System

Product / Brand Design

- Developed the visual identity and digital design direction for a voting-system concept.
- Translated the product concept into a visual language centred on clarity, accessibility, trust, and digital reliability.
- Created supporting visual assets for digital product touchpoints.

SELECTED BRAND PROJECTS

Cellowatt Solar Solutions — Brand Development | *August 2026*

- Developed the brand direction and visual identity for a solar energy consultation and installation company.
- Defined the visual system, messaging direction, digital presence, and supporting brand applications.
- Established a consistent visual language across customer-facing touchpoints.

Amaan Boredrilling & Geotechnical Services — Brand Development | *March 2026*

- Developed the brand identity and visual direction.
- Established foundational brand assets and communication materials.
- Contributed to strengthening the company's professional digital presence and positioning.

ShopMaxxi — Rebranding | *December 2025*

- Led the rebranding of an e-commerce and delivery-focused business based in Ota.
- Developed the brand direction, visual identity, colour system, typography, and supporting applications.
- Structured the identity to create a clearer and more consistent presence across customer-facing touchpoints.

TOOLS

Design: Figma · FigJam · Adobe Creative Tools

Product Design: Prototyping · Design Systems · Component Libraries · Responsive Design

Productivity: Google Workspace · Google Drive · Google Docs · Microsoft Office

EDUCATION

Bachelor of Technology (B.Tech), Applied Geology

Federal University of Technology, Akure (FUTA), Nigeria