

DOMINIC PRAISE

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INTRODUCTION

I am a product and brand designer with 5 years of experience, leading creative direction and design for mobile and desktop interfaces in fintech, productivity, estate management, pet care, and sports.

PROFESSIONAL EXPERIENCE

Senior Product Designer Ileventech	2024 - Present <ul style="list-style-type: none">Led the end-to-end execution of design projects, ensuring alignment with client objectives and company goals.Developed and maintained a cohesive brand identity, refining typography, color palettes, and visual assets for consistency.Collaborated with marketing, development, and product teams to deliver user-focused design solutions that balance aesthetics and functionality.
Design Lead XanderLabs	2024 <ul style="list-style-type: none">Directed the creation of the company's primary identity, driving consistent brand presence across platforms.Optimized typography, logos, and brand palettes to improve visual alignment with strategic goals.Implemented new design frameworks that reduced creative revision cycles by 15%.
Design Manager Balosh	2023 <ul style="list-style-type: none">Designed and managed the development of estate management apps for Lagos State communities, including VGC, Chevy View, Kigra, and Oral.Created impactful designs for prestigious organizations like the Lagos Polo Club and the Boat Club.Ensured seamless functionality and user-friendly experiences across all projects.

Design Lead Cloudp2p	2023	<ul style="list-style-type: none"> • Designed user-friendly interfaces that aligned with the platform's goals and enhanced user experience. • Led the creative vision, ensuring a consistent and visually appealing brand identity across the platform. • Worked closely with developers to oversee the successful implementation of designs, ensuring they met user-centric standards.
Art Director Groomlog	2022	<ul style="list-style-type: none"> • Led the artistic direction for Nidful's and Nestlypay's brand and product designs, ensuring a cohesive and impactful visual identity across all platforms. • Supervised the creation of user-friendly and aesthetically pleasing designs for the invoicing platform, aligning with the company's goals and user needs. • Collaborated with designers, developers, and stakeholders to maintain consistency in visual standards and deliver high-quality design outcomes.
Product Designer New Usual	2021	<ul style="list-style-type: none"> • Designed clean and user-friendly interfaces for a variety of digital products, focusing on functionality and visual appeal. • Conducted user research to understand pain points and tailored designs to address both client and user needs effectively. • Collaborated with cross-functional teams to ensure seamless implementation and alignment with project objectives.

SKILLS

- **Hard Skills:** Adobe Creative Suite, Figma, Visual Design, UX/UI Design, Branding, User Research, Project Management, Prototyping
- **Soft Skills:** Collaboration, Team Leadership, Creative Problem-Solving, Strategic Thinking
- **Impact Metrics:** Increasing brand awareness, streamlining design workflows, optimizing client satisfaction