

# Oluwole Egbesola

Senior Product & Brand Designer  
UI/UX · Visual Identity · Content Systems

## CONTACT

Lagos, Nigeria  
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oluwoleegbesola

## DESIGN TOOLS

Figma Illustrator  
Photoshop Canva CapCut  
DaVinci

## AI & PRODUCTIVITY

AI Prompting ChatGPT  
Claude AI Gemini Notion  
Trello Google Workspace  
Slack

## CERTIFICATION

### LinkedIn Marketing

#### Fundamentals

LinkedIn Marketing Labs  
May 2025 – May 2027

## EDUCATION

### HND — Design

## LANGUAGES

English — Fluent

## PROFESSIONAL SUMMARY

Senior Product and Brand Designer with 6+ years delivering high-quality design across brand identity, UI/UX, web design, and content systems. Proven ability to own projects end-to-end for startups, SaaS companies, and FMCG brands. Experienced embedding within product teams to design scalable interfaces and working with marketing teams to build cohesive brand ecosystems. Currently targeting international startup and SaaS founders as a design partner.

## CORE COMPETENCIES

Brand Identity UI/UX Design Product Design  
Visual Systems Content Design Email Design (HTML)  
Video Editing Design Systems Creative Direction  
Client Presentation AI Prompt Engineering  
Design Operations

## PROFESSIONAL EXPERIENCE

### Senior Product & Brand Designer RISEUP@work LLC

2026 – Present  
Dallas, TX (Remote)

- Lead all design operations: brand identity, UI/UX, web, email, and content systems across the ecosystem.
- Designed and shipped the RISEUP Career Lab page rebuild in Next.js via GitHub PR workflow.
- Produced 10+ production-ready HTML email templates: Weekly Digest, RCL session emails, RISEUP Comics, and pre-launch teaser.
- Led the Deepak Bhootra personal website redesign through 20+ iterations with full mobile optimization.
- Created the RISEUP Comics series and directed an animated comic strip for LinkedIn and YouTube.

### Design Lead Pathway Elevate

2025 – 2026  
USA (Remote)

- Designed print and social media posters aligned to brand identity for an EB2 NIW/EBIA immigration consultancy.
- Managed and maintained the company website ensuring visual consistency and conversion-focused layout.
- Produced campaign visuals and marketing assets supporting lead generation and brand credibility.

### Lead Art Director AmorServ

Dec 2024 – Jan 2026  
Chicago, USA (Remote)

- Oversaw creative direction and visual identity across all projects, setting quality standards for every deliverable.
- Led art direction for brand identity systems, digital campaigns, and product design in a fast-paced remote studio.
- Directed design reviews, maintained brand standards, and mentored junior creatives on visual execution.

## Design Team Lead

### Verdant Zeal

2023 – 2026  
Lagos, Nigeria

- Led a design team producing brand and campaign assets for Heineken, Tiger, Desperados, 33 Export, Life, Star, and Gulder.
- Crafted posters, activation materials, and campaign visuals aligned to each brand's identity guidelines.
- Developed and enforced design workflows that improved team output quality and turnaround speed.

## Freelance Product & Brand Designer

### Independent

2021 – Present  
Lagos, Nigeria

- Bismid Cosmetics: built a complete 7-page e-commerce site with 80–92 products and WhatsApp order flow.
- Mac-El Engineering: designed and developed a 5-page corporate website with EmailJS form integration.
- UI/UX design for MoniPay, Bread, HNK Distributor Dashboard, Shuttle, and FoodNinja.
- Brand campaigns for Heineken UCL, Maltina, and Desperados across activation events and retail touchpoints.

## SELECTED PROJECTS

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### RISEUP Career Lab Page

UI redesign and Next.js implementation. Delivered mobile-first, brand-aligned rebuild.

### RISEUP Comics Animated Strip

Concept, script, storyboard and animation direction for LinkedIn and YouTube.

### Bismid Cosmetics E-Commerce Site

7-page static site with 80–92 products and cPanel deployment.

### HTML Email Suite

10+ cross-client templates. Outlook and Gmail dark mode compatible.

### Deepak Bhootra Website

20+ iterations culminating in a polished personal brand site.

### Gammarama Pitch 2026

Pitch materials and visual assets for the RISEUP@work product submission.