

DAVID JOSSY

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PROFESSIONAL SUMMARY

With over seven (7) years of experience in product design, I've crafted innovative solutions across diverse industries, including Ed-Tech, SaaS, AI, Fintech, and Logistics. Designs have consistently driven user engagement and streamlined processes and thereby achieving sales.

ACHIEVEMENT

04/2023 - Current

Design Leader/Fellow

DLF BY INVISON - Washington DC, USA

- Being a Fellow of the Design Leadership Forum by InVision is a distinction that recognizes exceptional skills, expertise, and leadership in the design field. It signifies that I have achieved a high level of recognition and respect within the design industry. It implies that I have made significant contributions to design thinking, strategy, management, and leadership as **only few are chosen around the world every year.**

WORK HISTORY

04/2023 - 09/2023

Principal Product Designer

Myadmissionlink - Bournemouth, United Kingdom

- Led redesign of three transformative products at MyAdmissionLink, revolutionizing admission processes, exam preparation, and educational financing & accommodation for students.
- Elevated user experience through intuitive interfaces, resulting in increased engagement and positive user feedback.
- Instrumental in MyAdmissionLink's acceptance into prestigious tech accelerator program, showcasing potential of innovative educational solutions.
- Designed MyStudyHelp, groundbreaking educational loan product, enabling access to education without collateral, breaking down financial barriers for students. Additionally, crafted A1 Tutors, educational app offering live tutoring sessions, past questions, live tests, and games, with over 10,000 downloads, significantly enhancing exam readiness.

07/2022 - Current

Team Lead Product Design

Termii Webtech (Y-Combinator W20) - Gbagada, Lagos

- Established company values and vision, ensuring full team adherence and investment.
- Spearheaded design of Termii first mobile app - over 25k downloads in less than 3 months, 70% adoption rate.
- Mentored and coached junior staff to produce high-performing, quality team members.
- Expertly led Termii design team to successfully achieve productivity KPIs.
- Spearheaded team on a new SaaS feature on Termii Cpaas product. B2B feature sure to pull in over 13,000 businesses on launch.

06/2022 - 08/2023

Principal Product Design

Clevermoni (Sprout App) - Delaware, Texas

- Conceived and executed entire product design ecosystem for Clevermoni, including mobile app, website, brand identity, and innovative cross-border payment solution, Sprout App.
- Played crucial role in securing over **\$480,000** in pre-seed investment through innovative design strategies, demonstrating instrumental role of design in attracting crucial financial support for company's growth.

- Achieved remarkable revenue milestones, generating over **\$10 million** in revenue, in less than 6 months, through design contributions, underscoring substantial impact of user-centred design on company's financial success.

02/2023 - 05/2023

Director of Product Design

Anamo Inc - Las Vegas, Nevada

- Collaborated with design engineers to verify design against defined performance parameters.
- Produced drawings and models of both existing and new products.
- Supported design review to drive achievement of engineering and project milestones. Interfaced with clients and internal teams to deliver updates, design recommendations and analysis results. Enabling Anamo to raise over \$800k.

09/2021 - 03/2023

Principal Product (App) Designer

Uncle Digital LLC (AI Fintech Loan Company) - Delaware, Texas

- Performed pivotal role as Principal Product Designer, crafting intuitive designs that were instrumental in securing over \$26,000 in angel investment, vital for product's development.
- Spearheaded complete design and development of mobile app, overseeing entire product lifecycle from conceptualization to production, ensuring seamless and user-centric experience.
- Leveraged AI-driven technology to pioneer cutting-edge fintech product, revolutionizing loan assignment process, and providing users with accurate, data-backed loan predictions, enhancing financial accessibility. Uncle is about to be bought for undisclosed amount.

11/2022 - 01/2023

Product & Design Consultant

Umify - Singapore, Singapore

- Engaged strategies and proposed concepts for client. Analyzed the business strategy and provided ideas for optimizations to boost retention by 40%
- Outlined designs for Umify use and refined final products with feedback from stakeholders.
- Considered operational needs, challenges and opportunities to create robust, practical design solutions.

10/2022 - 01/2023

Senior Product Designer

Pennytree - Lekki, Lagos

- Designed the entire mobile app present today.
- Constructed sophisticated, complex models demonstrating design accuracy and feasibility with Figma, Miro, Maze.co.
- Considered operational needs, challenges and opportunities to create robust, practical design solutions.
- Created and presented detailed designs to communicate product usability and intended interaction. Boosting customer retention by 60%
- Created brand identity and entire app interface that is today, with over 15k downloads. Adoption rate increased by over 100% (record increase)
- Completed quality designs in fast-paced, high-pressure environments, meeting key project objectives.

11/2021 - 05/2022

Product Market Designer

chow420 - Newyork, USA

- Orchestrated dynamic social content design strategy resulting in remarkable 40% surge in sales, translating to over \$400,000 in revenue.
- Spearheaded product marketing initiatives for CBD offerings integrated with cutting-edge blockchain technology, establishing Chow420 as trailblazer.
- Designed and executed visually compelling content that not only elevated brand's aesthetic but also ensured consistent messaging, contributing significantly to brand recognition and recall.

- Collaborated seamlessly with cross-functional teams including marketing, product development, and sales, facilitating synergistic approach that maximized product impact in market
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01/2020 - 01/2022

Product Designer - to- Design Lead

Tadainc company - Lekki, Lagos

- Orchestrated dynamic social content design strategy resulting in remarkable 40% Interpreted consumer requirements to deliver relevant, engaging product design and evolution.
 - Designed practical, viable products to meet consumer needs within project budgets. Developed prototypes to test assumptions and sustain positive user experiences. Constructed sophisticated, complex models demonstrating design accuracy and feasibility.
 - Mentored and coached junior staff to produce high-performing, quality team members.
 - Hired design team members for company. increasing team performance by 90%
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04/2019 - 07/2019

Design & Communication Associate

SME100Africa - Lagos, lagos

- Set standards for outgoing content, producing templates and examples.
 - Compiled content for various communication channels. Increased brand awareness through SEO by 45% in 1month
 - Created engaging press releases to gain print and broadcast coverage.
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01/2017 - 01/2019

Industry product designer

PDG Limited - Lagos, lagos

- Designed packaging for manufacturing goods - bottle water, sachet water, yoghurt brand, plantain and potato chips.
 - Design raked in over \$usd daily. Created dimensional layouts for to-be manufactured goods using CAD
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01/2015 - 01/2017

Design Intern -to- Brand Designer

WAOP Foundation - Lagos

- Established portfolio to promote brand strategy of company.
 - Assisted graphic designer with collateral updates and version control to maintain consistency.
 - Used Word press to assist updates of website. Increased brand awareness by 20% monthly.
 - Consulted with clients to determine concept and requirements.
 - Created flyers, banners and posters to produce marketing materials for clients.
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EDUCATION

Bachelor of Technology: Surveying & Geoinformatics

Federal University of Technology - Akure, Ondo State

LANGUAGES

<div>English</div> <div><div></div></div> <div>Native</div>	<div>Spanish</div> <div><div></div></div> <div>Elementary</div>
<div>French</div> <div><div></div></div> <div>Elementary</div>	

SKILLS

- User-Centred Design
 - Industry Versatility
 - Innovative Problem-Solving
 - Leadership and Team Collaboration
- Prototyping and Wireframing
 - UI/UX Design Tools Proficiency
 - User Research and Testing
 - Visual Design Skills