

OMOTAYO TAIWO

Product Designer | Portsmouth, United Kingdom

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SUMMARY | Design to Shipped Product

Multidisciplinary Product designer who takes digital products from early concept to shipped product. Experienced in zero-to-one product work, design systems, brand identity, and growth-focused web experiences. AI-leveraged designer using Claude Code to ship a macOS utility app, maintaining a Git-based development workflow and collecting real user feedback.

CORE SKILLS

End-to-end product design · UX/UI · Zero-to-one product development · Product thinking · Rapid prototyping · Design systems and tokens · Responsive web design · Brand identity · Developer handoff and collaboration · AI-assisted coding · Git/GitHub repository.

EXPERIENCE

Farmers Juice | Product Designer. USA | 2024 – 2026

- Established Design Systems, variables and style guides.
- Revamped shopping website to meet new product requirements
- Created templates, sections, and elements for non-technical team members.
- Designed product packaging, mockups and digital illustrations.

Candid Leap Webflow Partner | Product Designer. USA | 2023 – 2024

- Worked in a team of designers and engineers to establish design system and tokens
- Owned web design projects from idea to completion and handoff.
- Created reusable design components across several enterprise projects.
- Designed marketing materials and documents for stakeholder engagements.

Rethinkable | Product Designer. Australia | 2022 – 2023

- Established a shared design system across multiple product experience
- Updated early designs to meet new requirements and design system
- Owned early core product design direction for new target audience
- Designed marketing visuals and presentations for print and screen media

CanWork | Product Designer. Australia | 2020 - 2022

- Led Product Design from zero to one, owning UX & UI Designs across the product
- Developed the Design Systems, brand identity, and design guides.
- Created interactive prototypes for user testing and development.
- Conducted User research and interviews to identify improvement opportunities.

TOOL

Figma · Claude Code · Git and GitHub · Framer · Adobe Creative Suite · Affinity · AI-assisted design and development tools