

PAUL ODEBUNMI

Website Designer

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PROFESSIONAL SUMMARY

Website Designer specializing in Framer and Webflow for SaaS companies, startups, and growing businesses — based in Lagos, working globally. I design and build conversion-focused websites: fast, responsive, and built to drive action. Experienced taking projects from Figma brief to live production — handling design systems, Webflow CMS architecture, and responsive delivery independently. Designed websites for AI platforms, pre-launch SaaS products, and creative businesses.

WORK EXPERIENCE

Website Designer | [Veesible](#)

Feb. 2026 – Present

Pre-launch SaaS platform. Sole designer, end-to-end.

- Designed and built a 6-page Webflow website — homepage, solutions, case studies, pricing, resources, and contact — from Figma brief to launch.
- Took full ownership of a revised visual direction mid-project as product scope shifted, moving beyond the initial brief without interrupting delivery.
- Built scalable Webflow component architecture and reusable layout systems to support post-launch content updates without redesign.
- Designed scroll-triggered animations and interactive UI elements to direct user attention toward key conversion points.

Website Designer | [DrawStory](#)

Apr. 2025 – Present

AI storyboarding platform. 20,000+ creators, 3,600+ MAU. Bootstrapped 3-person team. Sole designer.

- Scaled the site from initial concept to 25+ pages across two full structural overhauls — built in Framer, migrated to Webflow as the product grew.
- Designed feature pages, pricing, product landing pages, and onboarding flows supporting growth to 20,000+ global creators and 3,600+ monthly active users.
- Built Webflow CMS collections for image galleries, dynamic content tabs, and blog sections — enabling the team to manage and publish content without designer involvement.
- Rebuilt IA and site architecture twice in response to major feature releases, maintaining visual consistency and usability throughout.
- Optimized page-level visual hierarchy and user flow for conversion — new visitors reach the CTA within seconds of landing.

Website Designer | [Troy Winterrowd](#)

Dec. 2024

Personal photography portfolio for a realtor and creative based in Asheville, NC. Built on SmugMug.

- Designed and built a minimal, image-first photography portfolio on SmugMug — prioritizing restraint so the work, not the interface, commanded attention.
- Organized photography across multiple subjects and styles into a coherent, navigable gallery structure without over- or under-editing the breadth of Troy's work.
- Applied deliberate typography, layout, and navigation decisions within SmugMug's platform constraints to produce a result that felt intentional, not templated.
- Delivered ahead of the agreed schedule. Client testimonial: "He delivered a clean aesthetic and came in ahead of schedule. I plan to work with him again."

SKILLS

Figma · Framer · Webflow · Squarespace · Responsive Web Design · UI/UX Design · Landing Page Design · Design Systems · Webflow CMS · Figma-to-Framer/Webflow · Microinteractions & Motion Design · Visual Hierarchy & Conversion Optimization · Google Analytics · Cross-device Testing · Stakeholder Collaboration

EDUCATION & LANGUAGES

Bachelor of Science (B.Sc.) — Geology/Earth Science

Sep 2018 – Dec 2024

Obafemi Awolowo University (OAU), Ile-Ife, Osun State, Nigeria

English (Fluent) | Spanish (Basic)