Augustine Asiuwhu
Product Designer (AI)

Often referred to as the 'God of Products,' Augustine Asiuwhu is a renowned designer with over 3 years of experience in product design, strategy, and design thinking. Specializing in crafting world-class software focused on AI, Supply Chain, SaaS, and Fintech.

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Experience

Founding Product Designer (AI)
Synth, Sept 2023 - Present

Synth is an AI agent that unifies inventory data from various sources into a single, intelligent platform to automate supply chain tasks for emerging CPG brands.

- Crafted product from 0 to 1 and helped 21 brands unify inventory data and optimize cash flow across supply chain workflows, and saved them [$140K] in lost sales and inventory costs over 6 weeks period.

- Designed and developed an MVP prototype, presenting it to potential early-stage users and achieving a remarkable 90% conversion rate from demo calls, with up to [60%] of them becoming paying customers.

- Led the new direction for our website that increased website visits and sales demo bookings by [50%], resulting in up to 100 customer demo calls. Received commendation from CEO for aligning our website strategy with company goals.

- Achieved a [25%] reduction in engineering time by creating an interactive product with a no-code tool in just 20 minutes, showcasing our product's capabilities firsthand. This helped our marketing & sales teams significantly increasing user engagement and boosting website conversion rates by [32%.]

- Collaborated with 3 designers to validate product idea in 3 days, and secured pre-seed round of $300k. This effort facilitated the hiring of engineers, a VP of Supply Chain & Operations for MVP development.

- Saved the entire team and external stakeholders [90%] of their time and increased productivity by using async Loom videos for design feedback and iteration instead of countless meetings.

- Generated leads with over 100+ brands in our growing pipeline.

Founding Product Designer (AI)
Veet, Jan 2023 - Present

Veet is an AI-powered global mentorship platform that matches people in tech with expert mentors in AI, design, product, and tech to help them grow.

- Playing a foundational role as the founding designer, spearheading the design of the product from initial concept to market launch, achieving [30%] market penetration and establishing a strong foundation for growth and.

- Successfully launched and optimized our high-conversion website under resource constraints, leading to a [65%] increase in conversion rates and enhancing the company's digital footprint

- Led a redesign of the onboarding flow, decreasing drop-off rates by 95% and increasing user acquisition by 80%

Hard Skills

- User Interface Design
- User Research
- Product Strategy
- Rapid Prototyping
- Wireframing
- Flow chart
- Interaction Design
- Information Architecture
- Usability Testing
- Design thinking
- Copy Writing
- Interviewing
- User Persona
- Competitive Analysis

Soft Skills

- I care deeply about my work and craft.
- I have a product and growth mindset.
- I value humility and collaboration.
- I hustle and possess high agency.
- I'm a big-picture systems thinker
- I'm obsess with problem solving
- I'm a visual design wizard
- I question the status quo.

Tools

Figma, Miro, Loom, Maze, Dovetail, Notion, HotJar, Mixpanel, Origami, Slack, ChatGPT, Github, Linear, Jira, Photoshop and more.

Education

Tech4Dev Class of '21

Specialised in Product Design. My study focused on designing user interfaces for creative thinking and product strategy.

- Strategically recruited and onboarded 50+ design mentors, expanding the mentorship network's expertise and resulting in a 80% increase in bookings

- Oversaw end-to-end production of visual materials, ensuring consistent brand representation and increasing brand recognition by 70%.

- Launched our product on Peerlist Spotlight, winning "Product of the Month" and attracting over 30 mentors from India, marking our entrance into the South Asian region.

Founding Product Designer
FleetPlus (fka TradeAlly), Apr 2023 - Sep 2023

FleetPlus (fka TradeAlly) is a modern and simple freight management software that automates operations and enables forwarder-to-forwarder collaboration

- Led the design of FleetPlus (fka TradeAlly) web app, contributed to the mobile app design, and successfully acquired 159 freight business customers within 4 months post-launch.

- Designed a freight management software from ideation to implementation tailored for small businesses, streamlining operations, automating freight management tasks.

Product Designer
MVX Freight, Apr 2022 - May 2023

MVX is a digital freight forwarding company that goes the extra mile to connect businesses to air and sea freight forwarders globally all at the tip of their fingers.

- Took full ownership and exercised autonomy over the redesign process from inception to launch.

- Led the redesign of the MVX mobile and web apps, increasing company revenue by 40% that quarter.

Senior Visual Designer
ProvidusBank, Apr 2022 - May 2023

ProvidusBank is an innovative financial institution that provides personal, private, corporate, commercial and digital banking products and solutions

- Worked as a contractor for the company and led the design of their social media design increasing their online visibility by 90% and brand awareness.

- Got my design featured in the UK Billboard

Senior Visual Designer
TCB Studio, Jan 2019 - April 2022

TCB) is a digital creative studio specializing in product, brand, print & advertising agency. We help our clients tell their unique stories, connect with their audiences, and execute their

- Developed a brand identity for Lado Oil and increase the company visibility by 90%

- Designed media materials for a fast-growing organization in the midst of Africa. increasing the user base (-29%) online and (+218%) offline