

# Augustine Asiuwhu

## Product Designer

Often referred to as the 'God of Product,' Augustine is a product-focused designer with years of experience in design, product strategy, and storytelling. Specializing in crafting world-class software experience for AI/ML, supply chain, SaaS, and fintech, with a commitment to shaping the next generation of software.

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### Experience & Impact

#### Senior Product Designer

Synth, Sept 2023 - Present

Synth is an AI workforce platform for CPG sales operations and supply chain automation.

- 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.
- Crafted product from 0 to 1 that 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.
- 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 the 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 sales pitch
- 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.

#### Founding Product Designer

Veet, Jan 2023 - Jul 2025

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

- Playing a foundational role as the founding designer, spearheading the design of the product from concept to market launch, achieving [30%] market penetration and establishing a strong foundation for growth
- 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
- User flow
- Interaction Design
- Information Architecture
- Usability Testing
- Design Thinking
- Copy Writing
- Storytelling
- Competitive Analysis

### Soft Skills

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

### Tools

Figma, Claude, ChatGPT, Miro, Loom, Maze, Notion, HotJar, Midjourney, Dall-E, Slack, Github, Linear, Jira, v0.dev, Dovetail

### 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 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, Apr 2022 - May 2023

MVX is a digital freight forwarding company that 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 a financial institution licensed by the Central Bank of Nigeria as a commercial bank that provides digital banking 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 branding, and printing & advertising. We help tell unique stories for small business.

- Product design generalist designing for both consumer and B2B products and brands.
- Developed a brand identity, & social media design for Lado Oil and gas
- Designed media materials for a fast-growing organization in the midst of Africa. increasing the user base (-29%) online and (+218%) offline

## Public Speaking

- Devfest Eket, 2024
- Devfest Uyo, 2024

## Interested in learning more?

View my complete work history on LinkedIn, and feel free to reach out.