Precious Tunde-Yara | Product & Brand Designer

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LinkedIn | Portfolio | Lagos, Nigeria

Work Experience

QUIDAX – Lagos, Nigeria (Remote) Feb. 2025 - Present
Product Designer

TITAN ATHLETICS – Lagos, Nigeria (Remote)
Product Designer Oct. 2024 - Present
Designed the user interface and overall experience for the football club (web and mobile)

PENTOS – Lagos, Nigeria (Remote)
Product Designer Sep. 2024 - Present

- Executed end-to-end user interface, experience, and prototyping of the web app for (client-facing and admin dashboard)
- Led the conceptualization, improvement, and ongoing iteration of the design system and its components.

VETIVA CAPITAL MANAGEMENT – Lagos, Nigeria (Hybrid)
Brand & Communication Designer Feb. 2024 - Present

- Redesigned logos for Vetiva subsidiaries and developed cohesive brand identities, enhancing visual consistency and brand recognition. Created high-quality branded materials, achieving a low rework rate of under 10%.
- Designed engaging templates and content for key projects and social media platforms, ensuring timely delivery of initial drafts with an average turnaround time of 24 hours. Boosted social media engagement metrics by 40% and increased investor insights through detailed reports, receiving 95% positive feedback.
- Revamped online presence for Akiba Creatives and Vetiva, producing updated designs for social media, blogs, and email templates, resulting in a 35% increase in brand visibility and 90% internal client satisfaction with creative, high-quality designs.

GROVANE ADVISORY PARTNERS – Winnipeg, Canada (Remote)

Pitch Deck Designer — Jun. 2023 - Present

- Transformed complex business strategies into visually compelling pitch decks for potential investors and stakeholders in High-Growth-Startups, creating powerful and innovative messaging through infographics, conceptual imagery, PowerPoint presentations.

SAHARA GROUP – Lagos, Nigeria (Remote)

Brand Communication Designer (Contract) — May 2023 - Dec. 2023

- Revamped the corporate identity by redesigning the company profile
- Conceptualized and produced branded merchandise
- Strategized and crafted campaign assets for payS, an Ikeja Electric payment platform.
- Designed Custom wrap designs for the board's private jet (Bombardier Challenger 650)
- Conceptualized design direction for a perpetual calendar showcasing the brand's essence
- Designed and implemented 30 LED display screens for the company's annual Variety Night

MECHO AUTOTECH – Lagos, Nigeria (On-site)

Brand Designer — Aug. 2021 - Aug. 2023

- Led corporate rebrand strategy and ensured consistent brand usage improving workflow efficiency by 25%.
- Refreshed the company's visual identity, resulting in a 15% increase in unaided awareness and a 30% increase in preference.
- Developed brand guidelines that reduced design production time by 30%.
- Conceptualized expansion models for the retail outlets taking into consideration application of the brand’s personas in 5 locations within Nigeria.
- Collaborated with the marketing manager to enhance brand awareness by 45%.
- Pioneered the design process of the new website and overall visual and brand identity, developing a suite of brand materials for both internal and external use, working across all departments to ensure work is created on brand and reinforcing the company's new positioning.
- Developed and maintained templates for brand materials used for external and internal use such as presentation slides, letterhead, merchandise, publication materials etc.

514 VISUALS – Lagos, Nigeria (Remote)

Independent Brand Designer (Freelance) — Jan. 2018 - Jul. 2021

- Collaborated with 75+ clients to conceptualize and execute impactful branding solutions, resulting in a 30% increase in client satisfaction ratings and a 20% reduction in project turnaround time.
- Designed engaging and effective marketing materials including brochures, flyers, and social media graphics resulting in a 35% increase in brand awareness.
- Created 500+ design projects - brand identities, collateral designs, brochures, bulletins, billboards, banners, packaging designs, fliers, and presentation designs.

FAME FOUNDATION – Ibadan, Nigeria (Remote)
Design Lead Feb. 2018 - Aug. 2020

- Led a creative team of 15 to maintain content accuracy and delivery across all aspects of production, including preparing final designs for presentation, checking and approving overall direction for design copy, master style guides, and scaling images for production across different media platforms.
- Implemented a cohesive brand messaging framework, ensuring the delivery of consistent messaging and brand management throughout all external and internal communications.

Education

UNIVERSITY OF IBADAN
B.Sc. Civil Engineering 2014 - 2019

Certification

QUIDAX
Crypto Beginners Course 2024

GOOGLE
Foundation of User Experience (UX) Design 2023

GOOGLE DIGITAL GARAGE
Fundamentals of Digital Marketing 2021

PHILANTHROPY UNIVERSITY
Fundamentals of Project Management 2021

BITDEGREE

Practical Project Management for First Time PMs 2021

Technical Skills

SOFTWARE

Figma | Framer | Adobe Photoshop | Adobe Illustrator

METHODOLOGIES

User Interface (UI) Design | User Experience (UX) Design | Prototyping | Wireframing | Design Systems | Design Thinking | User Research | Usability Testing | Mentoring | Adaptability | Resourceful Problem Solving | Brand Strategy | Brand and Visual Identity | Typography | Layout Composition | Branding | Cross-Functional Collaboration | Creativity