

PRODUCT DESIGNER & DESIGN TEAM LEAD
CREATIVE DIRECTOR

DASOLA AWOYE

Turning ambitious product ideas into market-ready digital experiences across enterprise banking, fintech, SaaS, and creator tools. Design that moves metrics, not just moods.

7+

YEARS OF EXPERIENCE

40+

PROJECTS DELIVERED

15+

CLIENTS WORLDWIDE

4

COUNTRIES REACHED



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DESIGN THAT MOVES METRICS.

I am a Lagos-based product designer and creative director with 7+ years across fintech, SaaS, creator tools, and enterprise banking. I currently run one of the 2 product design teams at Globus Bank as Design Team Lead, setting design direction, governing the design system, and leading product design across web banking, mobile, and internal tooling.

Alongside my banking work, I founded and direct Produktiv Studio, a full-stack design agency delivering product strategy, design systems, and brand identity across 4 countries.

I have shipped products that tripled conversion rates, platforms that grew daily active users five times over, and dashboards that cut support tickets by 85%. I utilize a human-centred approach, blending research, creative knowledge, and technical craft to deliver solutions that align with user needs and business outcomes.

“Design is not just what it looks like. Design is how it works, and how it grows the business it belongs to.”

DESIGN PHILOSOPHY

WHERE I HAVE BEEN BUILDING.

2024 - PRESENT

FULL-TIME · BANKING

Design Team Lead

Globus Bank, Lagos, Nigeria

- Run one of the 2 product design teams: setting design direction, managing designers, and governing the design system across all digital products.
- Lead product design for web banking, mobile apps, and internal enterprise tooling with cross-product brand consistency.

PROJECTS: Nigeria Export Solution (NXP), CS World, Sandbox / Developer Portal, Fixed Asset Solution, Globus VMS, Solicitors Portal, Change Management Solution

2022 - 2023

FULL-TIME · BANKING

Product Designer

Globus Bank, Lagos, Nigeria

- Led product design for core banking products, spanning web and mobile app redesigns, UX research programmes, and structured design handoffs.
- Introduced structured design reviews and UX research programmes, raising output quality across consumer-facing and internal products.

PROJECTS: Trade Solution, Virtual Branch, Onlending, Corporate Internet Banking, Reconciliation Solution, Pay with Transfer, Risk Control Self Assessment (RCSA), E-Business Solution, Report Portal

JUN 2019 - 2022

FULL-TIME · BANKING

Junior Product Designer

Globus Bank, Lagos, Nigeria

- Designed the Call Center Solution (Retail Omnichannel), unifying retail customer support channels.
- Redesigned the ATM interface used across all Globus branches in Nigeria, processing 10,000+ transactions weekly.
- Built foundational skills in UI design, user research, and design-to-dev handoff in an enterprise banking environment.

PROJECTS: Globus USSD Design, ATM Redesign, Form M Design (CIB & Trade), Virtual Teller Design, TPP Payment Report

STUDIO, STARTUPS & BRAND WORK.

2024 - PRESENT

FOUNDER · AGENCY

Founder & Creative Director

Prodaktiv Studio, Remote / Global

- Founded a full-stack digital product studio delivering end-to-end product strategy, design systems, brand identity, and front-end implementation.
- Built and launched 15+ products across fintech, SaaS, creator tools, and e-commerce in 4 countries, with a 4.8 average client rating and 98% client retention.

PROJECTS: R8Kard (New York), Zinter (Amsterdam), Earthora (Lagos), ClearTerms (London), Budgety (Toronto), SureWina, Spikk

JAN 2022 - MAR 2023

CONTRACT · FINTECH

Product Designer

Budgety, Toronto, Canada

- Owned end-to-end design of the Budgety mobile app: research, product strategy, UI design, and usability testing.
- Designed the marketing website and partnered directly with the CEO on brand identity.

FEB 2022 - JUL 2022

CONTRACT · SAAS

Product Designer

Checkin Inc

- Designed the customer resolution center experience.
- Part of a 3-person design system team that shipped 20+ reusable components and the brand style guide.
- Led email-marketing research: journey maps, information architecture, and experience audits.

JUN 2018 - JUN 2020

FULL-TIME · MEDIA

Product & Web Designer

Clouud Media, Lagos, Nigeria

- Designed web interfaces, landing pages, brand identities, and digital campaign assets for client brands.

“Open to product design roles and select freelance engagements. Global, remote friendly, outcome obsessed.”

DASOLA AWOYE · EXPERIENCE

AWOYEDASOLA1@GMAIL.COM · DASOLA.DESIGN

CONTACT, SKILLS & CREDENTIALS.

CONTACT

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PORTFOLIO	dasola.design
LOCATION	Lagos, Nigeria

CORE SKILLS

- Product Design
- User Experience Design (UED)
- Product Strategy
- Business Analysis
- Design Research
- UX Research
- Usability Testing
- Design Systems
- Web Design
- Graphic Design
- Brand Design
- Presentation Design
- Journey Mapping
- Information Architecture
- Prototyping
- Design Ops
- Stakeholder Facilitation
- Figma
- Framer
- ProtoPie
- Adobe Suite

CERTIFICATIONS

- 01** Human-Computer Interaction (HCI)
Interaction Design Foundation (IDF)
 - 02** Enterprise Design Thinking Practitioner
IBM
 - 03** Diploma in Interaction Design
Allison Edu
 - 04** Professional Conduct & Ethics Certification
Chartered Institute of Bankers of Nigeria (CIBN)
 - 05** Certificate of Membership
Interaction Design Foundation (IDF)
 - 06** Logo Design: From Concept to Presentation, taught by Sagi Haviv
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EDUCATION

B.Sc. Computer Science

Fountain University, Osogbo, Nigeria · 2012 - 2016