

Seyi David Oniyitan

Senior Product & UX Designer | AI-Enabled Designer | Fintech & Growth Products

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Professional Summary

Senior multidisciplinary designer with 6+ years delivering high-impact product experiences across fintech, hardware, crypto, and data platforms. Known for bridging design and engineering, using AI-assisted prototyping, SwiftUI, and design-to-code workflows to ship faster without sacrificing craft. Led end-to-end design at funded startups (Risevest, Zykeband, Grey Finance Africa) shaping products used by hundreds of thousands of users. Brings an MBA-level understanding of business objectives to every brief. Actively seeking sponsored roles in high-growth teams in the UK, EU, USA, or Canada

Core Competences

Product & UX Design: End-to-end product design, business constraint solutions, interaction design, visual design

3D Design: Hardware for software, 3D in UI, visual storytelling,

AI-assisted Design: AI prototyping, design-to-code (Claude Code, Codex, Figma MCP)

Tools: Figma, Blender, Claude, Paper MCP, Plasticity.

Research: User research, usability testing, data-informed iteration, stakeholder facilitation

Collaboration: Cross-functional teams (Engineering, Product, Marketing), Agile / design sprints

Brand & Motion: Brand identity, brand storytelling, 3D design

Experience

Senior Generalist Designer - Grey Finance Africa

Oct 2025

- Delivered the new 3D design system built on open source tool: Blender, organised workshops and transition phase thereby saving thousands in USD software licensing costs. .
- Drove cross-team collaboration between product, engineering, and marketing to align design decisions with business for Reward points feature..
- Rapid-prototype new features using AI-assisted workflows, reducing design-to-handoff time and accelerating release cycles.

Lead Product Designer · Risevest Technologies

Aug 2020 - Oct 2025

- Redesigned the core Rise experience for the stable version 3.0 release. Resulting in astronomic increase of users and assets under management. Leading to Rise's largest product offering to date. **[View launch video.](#)**
- Mentored new designers on the team to ensure efficient quality-of-work delivery and report work well being.
- Partnered with engineers and stakeholders to translate complex investment product requirements into clear, testable design specifications, using facilitated workshops to align cross-functional teams.
- Worked closely with the marketing team to produce design assets supporting product launches, campaigns, and business development initiatives.

UX & Generalist Designer - Data Science Nigeria

Jan 2020 - Dec 2020

- Designed curriculum UX and learning materials to modernise the organisation's digital education assets, improving accessibility and learner engagement.
- Delivered the ux schema design for the Lagos State Government data warehousing app.
- Introduced updated design language and new tooling to revitalise visual assets across the learning platform.

Senior Freelance Designer,

for Zykeband, FurtherAI, NQR app by Paystack, Villue, Soar Capital, Scalex, ATW, Busha, many more - **2021 - current**

- Won competitive client proposals and delivered end-to-end design across brand identity, digital product, and marketing design for multiple concurrent clients.
- Managed project timelines and stakeholder communications independently, ensuring on-time delivery across all engagements.

Illustrator & Graphic Design (Intern) - KPMG Nigeria

Jun 2019 - Sept 2019

Created design assets for pitches, presentations, and internal reports, streamlining visual output and contributing to a consistent, professional design standard

Speaking Engagements

Design Spinoff: Designing an Intelligent Africa, Guest Speaker, 22 Nov, 2026 - [Watch replay](#)
Navigating the intersection of AI, design philosophy, workflow and tokens in global context.

Untitled Designers Conference August 23rd, 2024 - [View post](#)
Facilitated a speaking session and workshop on building leverage via competence.
Provided hands on guide to attendees on product design & visualisation

AbkFin Hackathon November 25-29, 2024 - [View post](#)
Invited to facilitate and advise a team at a pitch event, I helped shape their product and storytelling. The team went on to win the award for Outstanding Product & Pitch

Terra Learning Sessions 19 April, 2025 - [View post](#)
Spoke at a career-focused event for aspiring product designers, offering actionable guidance on navigating early career challenges. I shared strategies on landing internships, building portfolios from scratch, and demystifying what hiring managers actually look for.

View Selected Projects via my portfolio website seyioniyitan.com/design-projects

Education

MBA (Master of Business Administration) in view

Nexford University - **4.0 CGPA** currently

HND (Higher National Diploma) - Mass Communication / Media Studies - (2019)

Yaba College of Technology, Lagos

References available on request