

EDWARD LUCKY OBI

CONTACT INFO

Availability: Internationally available remotely, flexible in Eastern Time (UTC-5 / UTC-4)
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ABOUT ME

Product Designer specialising in UI/UX design, visual identity, and design systems. Focused on user-centred digital products, from early-stage ideation and interaction design through to high-fidelity prototyping and developer handoff. Directs AI-assisted design workflows and agents to accelerate ideation, asset generation, and execution without compromising creative quality. Adept at building scalable design systems in Figma and shipping polished, brand-consistent experiences across web and mobile. Experienced working remotely with distributed teams in fast-paced startup and agency environments.

WORK EXPERIENCE

Senior Product Designer | Starhub Academy | Florida, United States | May 2025 - March 2026

- Led end-to-end UI/UX design and visual development, ensuring product consistency and user-focused experiences across web and mobile platforms.
- Built and maintained scalable design systems in Figma, cutting asset production time and improving creative workflow efficiency by 60% across the team.
- Implemented design system updates, prototyping, and interface optimisations that reduced design-to-dev handoff time by 40% while enhancing usability and brand identity.
- Designed multi-channel campaign visuals that increased user engagement across digital platforms by over 60%.

Senior Product Designer | Kaiteki Essentials | Ohio, United States | April 2025 - October 2025

- Independently handled end-to-end creation of user-centred digital products including logo, website, and mobile app, ensuring consistency across digital and physical touchpoints.
- Led brand identity design from concept to launch, contributing to a 45% increase in social media engagement and audience retention.
- Partnered with the marketing team to produce unified visual assets across print and digital channels, driving higher conversion during seasonal launches.

Senior Designer | SRC Ecosystem | Parnu, Estonia | October 2025 - Present (Part-Time, Remote)

- Designed brand marketing visuals, presentation decks, and landing pages, maintaining a cohesive visual identity across all campaigns.
- Created social graphics using AI-assisted design and 3D tools, growing community engagement by over 50%.
- Collaborated asynchronously with marketing and development teams to deliver conversion-focused assets across social and web platforms.

Freelance Product Designer | Independent Clients | Remote | 2021 - Present

- Delivered visual identity, branding, and product design solutions to clients across multiple industries.
- Specialised in logo design, brand systems, social media graphics, and print collateral for startups and SMBs.
- Managed end-to-end client relationships remotely, from initial brief and concepting through revisions to final delivery, across multiple time zones.

EDUCATION & CERTIFICATIONS

Prompt Engineering & Programming	Columbia University 2026
Visual & Graphic Design Certification	Alison 2025
Google UX Design Certificate	Google / Coursera
Responsive Web Design Certification	freeCodeCamp
Bachelor of Mechanical Engineering	Abia State University 2019 - 2025

ADDITIONAL INFORMATION

- **Technical Skills:** Product Design (UI/UX & Graphics Design), Logo Design, Design Systems, Front-End Basics, HTML, CSS, JavaScript.
- **Languages:** English (Fluent), French (Conversational).
- **Awards & Activities:** Co-founded Num Express Logistics; actively mentors emerging designers in tech communities.

DESIGN TOOLS & SOFTWARE

Core Tools

- **Design:** Expert in Figma, Adobe Photoshop, Canva
- **AI & Generative:** Higgsfield, ChatGPT, Claude, Google AI Labs (Stitch, Antigravity, ImageFX)

Proficient in

- **Automation & Agents:** n8n, OpenClaw, Notion AI
- **Code:** HTML, CSS, JavaScript, WebGL, Visual Studio Code, GitHub
- **PM & Collaboration:** Jira, Notion, Appflowy, Clockify, Slack, Loom, Google Meet

Familiar with

- **Design:** Adobe Illustrator, Adobe InDesign, AutoCAD, CorelDRAW
- **AI & Generative:** Midjourney, Runway ML, Cursor, Lovable
- **No-Code & Web:** Webflow, Framer, WordPress, Shopify
- **Motion & 3D:** Adobe After Effects

Other References Are Provided Upon Request.