Dweet

Victor Enesi

I design products that result in customer retention and business growth

◎ Lagos, Nigeria

Portfolio link

Portfolio file

View profile on Dweet

Links

⬈ Website   in LinkedIn

Languages

English (Fluent)

Yoruba (Fluent)

Ebira (Fluent)
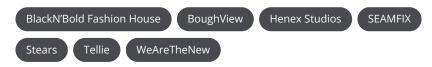
About

I am a creative collaborator who has driven impact for startups and multinationals through design and innovation for over 10 years. I have extensive experience at the intersection of product design and brand marketing to deliver on projects for widely known brands and products.

Some of these brands include FirstBank, Interswitch, MTN, GLO, Airtel, 9Mobile, UBA, Seamfix, Sterling Bank, TechCabal, UK-Nigeria techhub, AXA Mansard, Kingsword International, ThisDay, CIBN, Notjustok, Nurture tech, AEISEC, JCI, Dreammesh, Essential Interiors, Coca Cola, Origene, BlacknBold and many others

In my free time, I provide mentorship for young and talented designers in some of the communities I belong to.

BRANDS WORKED WITH

BlackN'Bold Fashion House   BoughView   Henex Studios   SEAMFIX

Stears   Tellie   WeAreTheNew

Experience

Digital Transformation Advisor

WeAreTheNew | Feb 2023 - Now

Leading efforts to digitize key processes and systems of The New church

Design Manager

Henex Studios | Oct 2018 - Now

A closely knitted family of creative and strategic individuals connected by design. We provide advisory services and profer solutions to challenges of different scale. Our approach centres around Research, Strategy and Design Thinking.

Design Lead

Tellie | Aug 2022 - Apr 2023

I led a team of 3 designers from different parts of the world to redesign legacy product UX, prototype new features, design team processes, tools and workflows that helps to collaborate better and ship products faster. Some of them include:

Tellie design system - Rebuilding the design system (brand and product) from the ground up to refine the design language, reduce design debt, increase the speed of design iterations and improve design quality. Some measures introduced include design tokens, font awesome icons, component blocks, versioning and change-logs, improved documentation and governance processes.

Token gating - A feature that puts creator content like drops and pages behind a crypto and fiat paywall.

Redesigning the creator onboarding flow

User testing - A detailed documentation of a user testing processes on notion. Documentation entails key activities for usability test, tools for measuring qualitative and quantitative data from test sessions, and processes for implementing test recommendations.

Tellie Paid - Designing features that converts Tellie from a freemium to a subscription product

Goal setting for the brand and design team using OKRs. Created goals that were strategically aligned with the company goals and objectives.

Brand and Design Lead

Stears | Apr 2021 - Sep 2022

Stears helps individuals and brands develop a clear perspective on the disruptive trends, transformations and technologies shaping Africa by leveraging on domain expertise & technology to build information products for global businesses and professionals.

I led a team of two designers building products and platforms for some of the company's projects that both company and departmental goals. Some of these include:

Stears Mobile app - a subscription app that provides unrivalled access to the deep insight and analysis that Stears offers on Africa

Vector - a design system based on Tailwind css for faster design iterations, reduced design backlog and improved quality of designs.

Stears election centre - Arguably the most trusted data source for the 2023 General elections at all levels. Profiled by CNN, Quartz, Business Insider, and Bloomberg

Led efforts to build templates and processes scaled for projects with global brands like UNDP, Foreign Commonwealth & Dev office, Luminate, UK-Nigeria Tech Hub, Sterling Bank, NSIA, FSDH, and TechCabal.

Leading collaborative efforts between design and executive management to refine the company brand strategy and redesign the company brand assets to reflect the rebrand.

Goal setting for the brand and design team using OKRs. Created goals that were strategically aligned with the goals and objectives of the product and engineering team.

Managed all company brand communications and collaborations with partners and external stakeholders like techcabal, sterling bank, luminate, NSIA, etc.

Product Designer

SEAMFIX | Jul 2020 - Apr 2021

I joined Seamfix as a design contractor to help create processes and platforms that improves the collaboration between product, design and engineering to improve product experiences and ship products faster. During the period of my contract, I executed on some flagship projects that are currently generating over 50% in revenue for the company. Some of these projects include;

Design system - Improved of Base design system and documented it on Confluence. Also started design ops to guide the operations of the design department.

Smart MDM - A device management platform built for 9Mobile and due to it's success in increasing SIM registrations by 64%, and cutting cost overhead cost by 35%. It's success results in scaling it for other telcos like MTN, GLO, Airtel, and 9Mobile.

Verified - State-of-the-art machine learning & facial recognition product to verify IDs in real-time anywhere in Africa. Verified is active in countries like Ghana, South Africa, Uganda and Kenya. Featured on platforms like

Techpoint, techcabal, crunchbase, producthunt and ventureburn.

Show less

Founding Product Designer

Stears | Feb 2020 - Apr 2021

Stears helps individuals and brands develop a clear perspective on the disruptive trends, transformations and technologies shaping Africa by leveraging on domain expertise & technology to build information products for global businesses and professionals.

I led design efforts to build out some of the company's products. Some of these include:

Stears Subscription - a redesign of the insights platform to reflect the new brand and a fresh creative direction. Design efforts covered both product design and marketing design needs.

Stears Data - a proprietary data collection and merchandise platform called. (The project was decommissioned due to a lack of a product market fit).

I introduced a unique style of illustrations for articles and publications that have become the standard across a number of African publications

Show less

Design Lead

BoughView | Jun 2016 - Apr 2018

I led a team of 3 designers at Boughview managing the execution for both brand, marketing and product design projects. Some of my key deliverables were:

Led the design team that executed the digital overhaul of the Origene fetility brand

Designed the prototype and proposal that was integral in winning the bid for digital overhaul of the CIBN organisation.

Graphic Design Specialist

BoughView | Jun 2013 - Jun 2016

Graphics designer

BlackN'Bold Fashion House | Mar 2012 - Jun 2016

I designed marketing and advertising materials for print, social media and motion graphics for all major projects like the Black Gold, Ife Runway Fashion and Design Week, BlackNBold Magazine, and so on

Education & Training

2010 - 2014   **Obafemi Awolowo University**

B.Sc,