

TOMIWA ALLAN OGUNMODEDE

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SENIOR PRODUCT DESIGNER · CTO · DIGITAL STRATEGIST

Product leader with 15+ years shipping technology across constrained, high-stakes environments; from Nigeria's first agri-investment platform to offline-first education software running in 220+ countries. Built and scaled products generating \$20M+ in revenue, led teams of up to 11, and launched 10+ products from zero to market across fintech, edtech, agritech, and hospitality. Operate at the intersection of design craft, technical architecture, and strategic delivery, with a consistent focus on the people most product teams don't design for.

Core strengths: Product Strategy · Design Systems · Technical Architecture · 0→1 Product Launches · Access-First Design · Fintech · Edtech · Cross-Functional Leadership · Growth Experimentation · Inclusive UX

EXPERIENCE

Co-Founder, CTO – Products · **Axis & Sage Advisory LLC** · Jan 2025 – Present

Strategic advisory and technology consultancy · Masdar City Free Zone, Abu Dhabi, UAE

- Led technical architecture, product strategy, and digital solution delivery across 25+ client engagements spanning Africa and the Middle East.
- Oversee full product lifecycle for client builds: scoping, prototyping, development oversight, deployment, and iteration + manage developer teams, engineering workflows, technical roadmaps, and DevOps practices across concurrent client mandates.
- Drive business development, product commercialisation, and technology strategy for the consultancy alongside co-founder Ify Monyei.

Senior Product Designer · **Learning Equality** · Aug 2022 – Present

Open-source edtech · Kolibri platform · 220+ countries · Remote

- Own end-to-end product design for the Kolibri ecosystem — Learning Platform, Data Portal, Studio, and Website — defining success metrics and shipping production-ready interfaces for offline-first, bandwidth-constrained environments.
- Led 15+ mixed-method research studies (surveys, usability tests, analytics) across 6 countries, translating findings into validated prototypes that reduced time-to-task completion by 40% for core educator workflows.
- Built and maintain a 100+ component design system in Figma with 1:1 developer parity, cutting design-to-dev handoff time by 60% and enabling 3x faster feature iteration across engineering.
- Co-mentor 5+ Google Summer of Code contributors annually, setting UX standards that scale open-source contribution quality across a global developer community.

Co-Founder, Growth Lead · **Mular** · Aug 2024 – Present

B2B + B2C crypto-to-fiat fintech · Nigeria · \$1.89M+ total transaction volume

- Co-founded and launched a dual-market fintech platform enabling instant USD/NGN transactions for 5,000+ individual users and 66+ business accounts.
- Drove \$1.18M in monthly transaction volume with 98% NGN-rail and 2% crypto split, overseeing product, compliance, and growth across a cross-functional squad.

Co-Founder, CPO · **Earlybean (Techstars '23)** · Aug 2020 – Present

Youth financial literacy · gamified learning + NFC wearable payments · Qatar Web Summit finalist

- Led product design for a dual-audience platform (parents and children), contributing to Techstars 2023 acceptance and Qatar Web Summit finalist selection.
- Defined strategy across 3 product lines — consumer app, school platform, wearable payments — validated through 50+ user interviews and card-sorting sessions.
- Achieved 20% user acquisition lift and 10% retention gain within 30 days of soft launch.

Digital Solutions Architect · **Lion Hospitality Partners (Consulting)** · 2026 – Present

Lagos hospitality group · beach clubs, fine dining, QSR, lounge, retail liquor · Elegushi/Lekki

- Leading a full technology transformation across the group: infrastructure audit, unified data layer, and stack decisions spanning Electron, SQLite + Supabase, Paystack, and Android TV KDS.
- Architecting four interconnected products — Lion POS, Hungry Lion (consumer ordering), Lion Guest (CRM), and Lion Online — with Lion CRM as the shared identity layer.
- Shaping the internal engineering team and commercial sequencing strategy alongside senior leadership.

Founding Designer → **Head Marketing** → **Head Product** · **Farmcrowdy** · Apr 2017 – Oct 2020

Nigeria's first digital agri-investment platform · UNIDO Global Disruptive Innovation Award

- Designed Nigeria's first agri-crowdfunding platform from zero, creating web and mobile experiences that attracted 200,000+ active users across all 36 Nigerian states.
- Scaled the marketing organisation from 0 to an 11-person cross-functional team, implementing growth infrastructure (Meltwater, Criteo, attribution systems) that quadrupled revenue from \$5M to \$20M and secured \$2.5M in equity investment.
- Launched 7 new product lines — including Farmcrowdy Foods, Finance, Insurance, and Grainpoint — through 100 aggregation hubs enrolling 182,000 farmers.
- Won UNIDO Global Disruptive Innovation Award (2019), Apps Africa Innovation Award – Best Agritech (2018), and Nigeria Technology Awards – Agric-Tech Platform of the Year (2017).

ADDITIONAL EXPERIENCE

AdPipe (fka SuperGIF), Product Designer — Designed MVP features and UI design system contributing to a \$3M seed round. (2022–2023)

Awesomely, Brand & Marketing Designer — Produced 200+ conversion-driven assets; grew paying subscribers from 66,000 to 132,000+. (2021–2023)

RIID Labs, Product Designer — UI/UX design systems for 3 educational AI products; reduced design inconsistencies by 30%. (2021–2022)

Neustack Studio, Founder — Launched African Icons Library (2,000+ downloads, 500+ designers). Brand and digital solutions for 50+ clients.

Retna, Co-Founder — Built African stock marketplace (5,000+ users, 2,000+ assets). Shipped election monitoring portal used by 10,000+ citizens.

Check DC, Brand Communications Lead — Created Nigerian Mockups library (30,000+ downloads). Represented Africa at No-Code X Webflow Conference (18,000+ attendees, 135 countries).

SPEAKING & PUBLISHING

- Lead Speaker, AICTTRA 2025 (Obafemi Awolowo University) — inclusive fintech design
- Keynote, JCI Continental Lagos — design thinking
- Panelist, BusinessDay SME Clinic — brand and growth strategy
- Panelist, Hacktales Live Webinar — product strategy and security
- Published: TechBuild Africa, TechNext, BusinessDay Sunday

SKILLS

Design: UX/UI, Product Strategy, Design Systems, Information Architecture, Interaction Design, Prototyping, Usability Testing, User Research, Journey Mapping, Accessibility (WCAG 2.1), Access-First Design

Technical: HTML5, CSS3, JavaScript, React (working), Electron, SQLite, Supabase, API Design, Design Tokens, Component Libraries, Git

Tools: Figma, Framer, Sketch, Adobe Creative Suite, Miro, Notion, Jira, Linear, Amplitude, Mixpanel, Hotjar, Google Analytics

Leadership: Cross-functional Team Leadership, Design Mentorship, Stakeholder Management, Agile/Scrum, Workshop Facilitation, OKR Setting

Growth: A/B Testing, Conversion Optimisation, Funnel Analysis, Product-Led Growth, Go-to-Market Strategy, Monetisation UX

EDUCATION

BSc Computer Science with Economics · Obafemi Awolowo University, Ile-Ife, Nigeria · 2007–2014

Google Foundations of UX Design · Coursera · 2023

Responsive Web Design · freeCodeCamp · 2017

AWARDS

UNIDO Global Disruptive Innovation Award (2019) — Agricultural technology impact — Farmcrowdy

Apps Africa Innovation Award, Best Agritech (2018) — Continental recognition — Farmcrowdy

Nigeria Technology Awards, Agric-Tech Platform of the Year (2017) — National recognition — product design