

TOMIWA ALLAN OGUNMODEDE

Senior / Staff Product Designer — Complex Systems, AI-Enabled Product & Design Systems

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Senior product designer and product operator with 15+ years' experience turning complex, high-friction systems into usable digital products. I have designed for offline-first education, multilingual learning, internal operations, dashboards, hospitality tooling, fintech, family finance, agritech and AI-assisted product workflows. My strongest fit is for teams building products where the interface is only the visible part of a larger system: internal tools, AI-enabled services, operational workflows, developer-adjacent products, documentation-as-product, data-heavy dashboards, support ecosystems and multi-sided platforms. I bring staff-level IC judgement, founder-level ownership, sharp product thinking and the craft discipline to make complicated products feel inevitable.

Core strengths

Complex systems · Staff-level product design · Senior product design · AI-enabled product design · Internal tools · Operational workflows · Service design · Developer-adjacent tools · Cloud workflows · Documentation UX · Information architecture · Data dashboards · Reporting · Design systems · Accessibility · Multilingual design · Offline-first UX · Research synthesis · Product discovery · User research · Interaction design · Prototyping · Figma · Product strategy · Cross-functional leadership · Ambiguity · Data-informed design · Technical product design · Content design · Visual systems · Design QA · Product operations

Selected impact

- Senior Product Designer on **Kolibri**, an offline-first learning platform used by **13M+ learners** across **220+ countries and territories**.
- Redesigned Kolibri content import and discovery workflows, improving discoverability by **85%** and reducing failed imports by **60%**.
- Maintained and extended a multilingual design system of **100+ components** across learner, coach, admin and content-management experiences.
- Led research synthesis, product framing and design execution across education products used in low-connectivity, multilingual and operationally messy environments.
- Shaping **Lion POS** and hospitality operations systems across waiter, manager, kitchen, delivery, inventory and business workflows.
- Designed and led products across fintech, agritech, edtech and hospitality where the core work is reducing system complexity without hiding critical user decisions.

Experience

Learning Equality — Senior Product Designer

Aug 2022 – May 2026 · Remote / Global

Learning Equality builds Kolibri, an open-source, offline-first education platform used by schools, NGOs, governments and communities in low-resource and low-connectivity environments.

- Led product design for complex Kolibri workflows across content import, channel management, learner preview, quiz interactions, coach/admin tools, class management, reporting and dashboard experiences.
- Redesigned content import and discovery workflows, improving discoverability by **85%** and reducing failed imports by **60%**.
- Maintained and evolved a multilingual design system of **100+ components**, balancing accessibility, consistency, localisation and implementation constraints.
- Designed for users across uneven infrastructure, language, literacy and device contexts, where product clarity directly affects adoption and trust.
- Translated ambiguous product questions into flows, prototypes, decision documents, buildable specifications and implementation-ready design artefacts.
- Collaborated deeply with product managers, engineers, researchers, learning specialists and implementation teams to resolve tradeoffs between product ambition, technical constraints and field realities.

- Synthesised user research across multiple deployment contexts, turning qualitative insights, usage patterns and support pain points into product improvements.
- Supported design QA, engineering handoff and iterative refinement across a distributed, async-first team.

Lion Hospitality Partners — CTO / Product Strategy

Apr 2026 – Present · Hospitality technology, POS & operations systems

- Shaping product strategy, build priorities and implementation logic for Lion POS, Hungry Lion and hospitality operations products across restaurants, beach clubs, food delivery and internal teams.
- Translating messy hospitality workflows — waiter ordering, manager oversight, kitchen coordination, inventory, menus, delivery, reconciliation, training and support — into buildable product requirements.
- Defining practical MVP scope, product architecture, team responsibilities, CMS structures, onboarding plans and training documentation for products that must work inside live operations.
- Partnering with founders, operators, designers and engineers to reduce scope bloat and prioritise the highest-impact, lowest-complexity product paths.

Mular — Co-founder, Product & Growth

Aug 2024 – Present · Fintech / Crypto-to-fiat payments

- Led product design and growth for a crypto-to-fiat wallet and business payments product, contributing to **\$1.9M+ transaction volume, 17,000+ transactions, 5,000+ users, and 70+ business accounts**.
- Designed transaction, onboarding, wallet, conversion, business-account and referral flows where user confidence depends on clarity, speed, trust cues and operational reliability.
- Built product and growth artefacts across landing pages, referral mechanics, competitor positioning, activation flows and lifecycle messaging.
- Worked across product, engineering, operations, support and growth to translate financial complexity into simpler user decisions and clearer product behaviour.

Earlybean — Co-founder / Product Lead

Jun 2020 – Present · Family finance, school payments & financial literacy

- Led product direction and design across family-finance, financial literacy, savings, school-management and payment-adjacent workflows.
- Helped onboard **15,000+ students** through products and programmes designed for children, parents, schools and internal operators.
- Designed micro-investment and savings flows that contributed to a **32% increase in user savings rate in Q1**.
- Created multi-sided experiences that balanced learning, habit formation, parental control, student motivation and school adoption.
- Worked across venture strategy, UX, visual systems, content, growth, pitch development and implementation.

Farmcrowdy — Founding Designer → Head of Product

Apr 2017 – Oct 2020 · Agritech, marketplace finance & commerce

- Designed one of Africa's first digital agriculture crowdfunding products, connecting sponsors, farmers, operators and food buyers through a trust-sensitive platform.
- Helped scale Farmcrowdy to **200,000+ active users, 300,000+ farmers, and \$20M+ revenue**.
- Designed marketplace and operational workflows around farm cycles, sponsor funding, updates, food-commerce fulfilment and customer trust.
- Moved from founding designer into product leadership, shaping product direction, growth, stakeholder narratives and cross-functional delivery.
- Worked across engineering, agriculture operations, marketing, finance, support and leadership to convert offline realities into usable digital workflows.

Venture Garden Group / Consulting & Venture Roles — Product Design, Blockchain UX & Growth

2016 – 2021 · Selected engagements

- Designed and advised across blockchain, fintech, education, commerce, identity, operational dashboards and venture-building projects.
- Contributed to complex product systems including crypto monitoring, onboarding, data visibility, marketplace tooling and service workflows.
- Built reusable design, brand, product and go-to-market artefacts for early-stage and growth-stage teams.

Additional selected projects

Retna — Co-founder; improved onboarding completion by **40% in two weeks** through focused UX and activation improvements.

African Icon Library — Creator; open design resource used by **1,500+ designers**.

Neustack Studio — Founding Designer; product, brand and venture-design work for startups and growth-stage companies.

Kolibri Coach Dashboard — Dashboard and reporting work for coaches/admins operating in low-connectivity education contexts.

Enhanced EPUB Renderer / QTI interactions — Interaction, accessibility and rendering work for learning content experiences.

AdPipe / video tooling — Asset-management and video-editing canvas work, relevant to complex interaction and creator workflows.

Education

Obafemi Awolowo University — B.Sc. Computer Science with Economics
Ile-Ife, Nigeria

Tools & methods

Figma · FigJam · Design systems · Prototyping · UX research · Journey mapping · Product discovery · Information architecture · Data dashboards · Reporting UX · Documentation UX · Content design · Usability testing · Design QA · Webflow · AI-assisted research and prototyping · Claude · ChatGPT · Product analytics · Stakeholder workshops · Remote collaboration · Async collaboration

Best-fit target roles

Staff Product Designer · Senior Product Designer · Product Design Lead · Product Designer, AI Products · Product Designer, Internal Tools · Product Designer, Operations · Product Designer, Cloud / Developer Tools · Documentation Product Designer · Design Systems Lead · Product Lead