Toluwalase Akeredolu-Ale

BRAND & PRODUCT DESIGNER

Lagos, Nigeria (remote or relocation) | toluwalaseolaoluwa1415@gmail.com | Portfolio | LinkedIn

PROFILE

- Brand and product designer with 6 years of experience building identity systems and digital products across Nigeria, Canada and New Zealand, working agency-side, in-house and as co-founder of DOT Studio.
- Owned a six-brand portfolio at S.EA Consulting end to end, including two fashion labels taken from concept to market launch; designs brand systems that hold up across digital, print and campaign surfaces.
- Designed Aegis Health, a two-sided healthcare booking platform for Lagos (patient mobile app and provider portal), solo, from research and information architecture through a tokenised design system.

AREAS OF EXPERTISE

- **Brand:** Brand Positioning, Messaging Architecture, Visual Identity, Logo Design, Brand Guidelines, Packaging, Campaign & Key Visuals, Creative Direction
- **Product:** End-to-End Product Design, User Flows, Information Architecture, Wireframing, Interactive Prototyping, UI & Interaction Design, Usability Testing, Accessibility
- **Design Systems:** Component Libraries, Auto-Layout, Variables & Tokens, Interaction Patterns, Visual Standards
- **Tools:** Figma, Framer, Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Canva
- **AI-Assisted Design:** Claude, ChatGPT, Figma AI, Cursor (prototyping, exploration, asset preparation, workflow automation)

FEATURED PRODUCT WORK

Product Designer
Aegis Health, Lagos, Nigeria

- Designed a two-sided healthcare booking platform end to end (patient mobile app and provider portal), from research and information architecture through high-fidelity UI and interaction detail.
- Mapped five core user flows plus six edge cases and two sitemaps, and prototyped them for validation before build.
- Built a tokenised design system (colour, type, spacing, components) applied consistently across mobile and web surfaces, with accessibility and trust treated as product requirements.

EXPERIENCE

Co-Founder & Brand and Product Designer — 2025 - Present
DOT Studio, Lagos, Nigeria

- Co-founded an independent design studio; lead brand and product design across client engagements from positioning and naming through identity rollout.
- Built brand identity systems for TAF Urban Build, Hue by Idera and Lulu's Eden, each with its own positioning, visual language and application set.
- Developed brand positioning and identity for Omni-Target, a Shopify store-intelligence tool, turning a data-heavy product into a clear market story.

Graphic / UI Designer — September 2025 - June 2026
Agrivolt Protocol, Auckland, New Zealand (remote)

- Led UI design and redesign of the website and key product pages, and shaped brand positioning across the AGV ecosystem's digital touchpoints against long-term scalability goals.
- Translated business objectives into visual and brand direction with the Business Development and Marketing leads, then produced the landing pages, launch and event creative behind it.

Brand Designer **October 2024 - March 2026**
S.EA Consulting, Lagos, Nigeria

- Owned positioning and identity execution across six brands (S.EA Consulting, S.EA Experience, S.EA Homes, S.EA Mart, 30S Clothing and WANU), keeping each distinct while protecting group-level consistency.
- Partnered with the Creative Director on positioning and go-to-market creative for two fashion labels, JOEL.R.ANDERSON and IAN.E.CARSON, from concept through campaign execution.
- Built brand guidelines that functioned as design systems across all six brands; produced fashion lookbooks, hotel brochures, editorial campaigns and Happy Tees packaging.

Print Designer **November 2022 - July 2023**
Jimmat Clothing Brand, Canada (remote)

- Built the logo and brand identity from scratch with the Founder, setting the visual foundation later product drops worked from.
- Designed apparel graphics and brand collateral consistent with the identity system.

Graphic Design Intern **July 2021 - September 2021**
Stranerd Startup, Lagos, Nigeria

- Supported brand-aligned illustration and visual identity work, and developed visual personas and social assets for digital channels.

SELF-INITIATED WORK

Acute, Loud Mouth and Pincer Shack: self-directed brand systems covering concept, identity and applications.

EDUCATION

Bachelor of Science (BSc), Mass Communication (Minor: PR and Advertising), Lagos State University, Ojo, Lagos, Nigeria, 2023