Joy Chinonso Elias.

Product Designer | UI | UX | Brand

Lagos, Nigeria, open to remote and relocation
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Portfolio LinkedIn Medium GitHub

Profile.

Product designer with 4 years of experience designing digital experiences across SaaS, EdTech, AI and community products. I work end to end, from user research and journey mapping to wireframes, prototypes, high-fidelity interfaces and design systems, and I collaborate closely with product managers and developers. I plan and scope design work, turn usability problems into clear solutions, and design brand identities so the product and the brand feel like one system. Studying Software Engineering, which keeps my designs practical to build.

Highlights.

- Cut learner onboarding time by 15% at Aierth Technologies with a beginner-friendly LMS onboarding flow, and helped widen market reach by 30%.
- Grew the Miva Career Market community from 60+ to 150+ members through engagement initiatives, events and design.
- Designed complete product experiences from discovery to delivery: research, wireframes, prototypes and high-fidelity UI.
- Built visual identities, brand guidelines and design systems for technology startups.
- Redesigned product interfaces alongside product managers to improve usability and consistency.

Experience.

Product & Brand Designer

Aug 2025 to present

Aierth Technologies, Lagos

- Designed UX and UI across the company's website, learning platform (LMS) and enrolment journeys.
- Built and documented a scalable design system: patterns, components and brand guidelines that keep every product consistent.
- Worked with developers from concept to pixel-perfect implementation, and set up repeatable processes for building and iterating on features.
- Coordinated creative workflows and supported designers to keep delivery consistent and on time.
- Directed visual design and content for social campaigns, including the Find Your Tech Val series.
- Worked with stakeholders to align product experiences with business goals and user needs.

Community & Design Manager

Jul 2026 to present

Miva Career Market

- Worked with product leadership to overhaul the app interface, improving usability and visual consistency.
- Turned feedback from different perspectives into clear design decisions and kept the team aligned through iteration.
- Grew and managed the online community from 60+ to 150+ members.
- Designed promotional flyers, marketing assets and campaign visuals that increased participation.
- Partnered with marketing to deliver community programmes and career development initiatives.

Product Designer (volunteer) Oct 2024 to Dec 2024

ChatVE

- Redesigned core product interfaces with the Product Manager, improving workflows through research.
- Produced responsive UI, prototypes and reusable components for a more modern, accessible product.

Product Designer May 2023 to Jul 2023

FindME

- Designed the full experience for web and mobile: information architecture, user flows, wireframes, UI and interactions.
- Identified and fixed usability problems by simplifying workflows, contributing to improved product adoption.
- Worked closely with developers for pixel-perfect implementation.

Selected work.

- **Aierth Technologies**, brand and product design for a tech education company.
- **Moniepoint redesign**, independent UX research concept, 18 merchants surveyed.
- **The Station Magazine**, logo refresh, type direction and daily social templates.
- **Ova and Suprviso AI**, brand identity and product design for a healthcare ecosystem and an AI workforce platform.

Skills.

Product design	UX, UI, interaction design, design systems, information architecture, user flows, wireframing, prototyping, responsive design, accessibility
Research	User research, usability testing, competitive analysis, journey mapping, personas, design workshops, product strategy
Brand	Visual identity, logo design, brand guidelines, campaign and social design, packaging
Collaboration	Cross-functional teamwork, stakeholder communication, workflow management, mentoring
Tools	Figma, FigJam, Framer, Adobe Illustrator, Adobe XD, Miro, Notion, Jira, Canva, Power BI

Education.

BSc Software Engineering, Miva Open University

Certifications.

- UI/UX Design Professional Certification, Institute of Management, Finance and Technology, Sep 2024
- AI Career Essentials (AiCE), ALX Africa, Jul 2024
- Operating Systems Basics, Cisco Networking Academy, Jul 2026

Communities.

- ALX Alumni Community and Fellow at The ROOM, 2023 to present
- She Code Africa, 2023 to present
- Writer on Medium: product design, UX and product strategy

Open to full-time, contract and freelance product design roles: remote, hybrid or relocation.