

Claude Ayitey Product Designer

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PROFILE

Self-starting designer and generalist highly invested in other aspects of business. Trained as a software developer, learnt design to eventually lead a fintech data startup in a major product overhaul, co-founded at least 3 times, and taught Digital Marketing to more than 300 entities.

EXPERIENCE

Sep 2022 - Now

Designer, Candlelit Therapy

Building a culturally-aware perinatal mental health healing experience for BIPOC Moms.

- Developing a design system and language for the company.
- Guiding product development into designing the next phase of the company's main product.

May 2022

Design Fellow, First Designer Track, On Deck

On Deck Design (ODD) is a continuous community for experienced designers who want to accelerate their careers and become confident leaders.

- I joined this track to equip me for the challenges of being the first designer or an early design hire.
- Core areas: how to balance IC vs strategic work, and all the things in between, while building the design practice from the ground up and how it evolves as the startup scales.

Dec 2020 — Jul 2022

Product Design Lead, Simple Dealer

First full-time designer for the fintech data company. First Product Design Lead for the remote-first company.

- Built and scaled a design system and language for a user interface overhaul — desktop app to web app.
- Guided product development transitioning from an autofill startup to a data fintech company.
- Collaborated with engineering to pioneer the implementation of a UI components library.
- Built a foundation for a design org — codified design process, tooling, UX research, etc.
- Led design and component documentation for faster prototyping and progressive collaboration.

I also took roles in QA Tooling & Documentation, Customer Success, and Copywriting.

Apr 2021 — Mar 2022

UX Engineer, Simple Dealer

Joined the front-end team to increase velocity, coupled with my main design role.

- Contributed in shipping a new web app which sped product development up by 400%.
- Built UI components for a new web app in HTML, CSS and JS(ReactJS).
- Code refactoring within codebase of existing Electron-based desktop app.

Oct 2014 — Present

Designer, BoughtSpot

I started BoughtSpot to help bring a lot more businesses to the web.

- Led design work for 20+ clients, building websites, helping them to sell more and grow their businesses.
- Led UI development for a video-on-demand service to gain 400% in sales in its first year.
- Led design, engineering and product development for a now-defunct fan engagement platform for celebrities.
- Taught Digital Marketing to 300 creators and businesses in a government-sponsored program.

Oct 2014 — Present

Designer + UX Engineer, DevCongress

Co-founded a tech community to address a need in the growing industry of software developers in Ghana.

- Leading design, building brand assets and designing interfaces for all projects.
- Led product development on DevCongress Jobs, a jobs platform for the community.
- Pioneered community building, started a Slack community; almost 4000 members now.

EDUCATION

Aug 2012 — Jun 2014

Postgraduate Diploma, Meltwater Entrepreneurial School of Technology

MEST Africa trains software enthusiasts to start and run successful software businesses.

- Self-taught into Design, HCI, UX and Product Management.
- Worked in 6+ mandated teams building products and leading business development and UI/UX.
- Co-founded Nim Street as part of the requirements at the end of this program.

Aug 2008 — Jun 2012

Computer Science, Wisconsin International University College

Cumulative GPA: 3.6

- C, C++, Java, Databases, Systems Design, Web Design, Networking, Principles of Psychology, Entrepreneurship, Professional Ethics, Accounting, Business Law, etc.
- Cross-cultural engagements and learning collaborations with students from more than 10 nationalities.
- Extra-curricular activities in student leadership, Electoral Commission, etc.