MICHAEL ADEWALE

Staff Product Designer | Product Builder

LinkedIn - /in/michael-adewale | **portfolio** - https://amichael.design **Email -** ademichaelwale@gmail.com

SUMMARY

I've spent 14 years designing digital products across fintech, healthcare, government, Web3 and entertainment. I'm most useful when the problem is still messy: complicated workflows, unclear requirements and products that need more than another Figma file. I research, make sense of it, design it, prototype it and work with engineering until it becomes something people can actually use. Increasingly, I also build.

A FEW RECEIPTS

$709K+
Facilitated in donations through potlock

41,291
African films indexed in MuviDB

7,205
Potlock unique contributions

Best Open Source Project 2024
Potlock · selected unanimously from 10 finalists

PROFESSIONAL EXPERIENCE

Product Designer / Builder, MuviDB

July 2026 - Present | Lagos, Nigeria

African film discovery product connecting what to watch, where to watch and who made it.

- Built the product from the problem definition through information architecture, UX, interface design, data structure and implementation.
- Designed discovery across films, people, streaming platforms, cinemas, companies, reviews and live theatre.
- Grew the database to 41,291 films, 31,808 people and 75,747 full credits across African cinema.
- Work directly with Supabase, APIs and AI-assisted development to shorten the distance between a product idea and a testable experience.

Senior UI/UX Designer, Reply Cash

November 2025 - May 2026 | United States **(Remote)**

Cross-border payments platform developed by the founding team behind Potlock enabling stablecoin transfers to bank accounts and mobile wallets across Africa, the United States, and Latin America.

- Joined during the early prototype stage to redesign and mature the product into a clearer, more scalable financial experience while still in active development.
- Reworked the end-to-end send flow (amount entry, recipient input, confirmation, and success states) to reduce ambiguity in high-trust transactions.
- Designed country-specific payment experiences to support different payout rails and user expectations across each region.
- Worked across product architecture, interaction design, design-system components, KYC/compliance touchpoints and payout experiences.

Lead Product Designer & Product Manager, Potlock June 2024 - June 2026 | United States **(Remote)**

Public funding and financial contribution platform supporting global projects and donors.

- Designed the end-to-end design experience for **Potlock's public goods** funding ecosystem used by **300+ projects** and **7,000+ donors,** helping raise **$700K+**.
- Created the UX and Interface for **AIPGF,** an **AI-powered funding platform** in partnership with **NEAR** Protocol and **Meta Pool DAO.**
- Built **scalable design systems**, **component libraries** and **cross-chain UX patterns** used across multiple ecosystem products.
- **Mentored designers** and **led reviews**, ensuring consistency, quality and alignment with fast-moving product requirements.
- Partnered with **engineering, product and ecosystem teams** to **refine flows**, **run workshops** and ship **high-impact features** quickly.

Visual Designer, COLDs Collective April 2023 - December 2025 | United States **(Remote)**

Digital-native organization leveraging emerging technologies to expand access and opportunity across African communities.

- Led the company's **visual identity and branding work**, creating consistent **design guidelines** across all platforms and marketing materials.
- Collaborated with cross-functional teams to design the **MVP of our Learning Web Portal** in partnership with **Solana**. This intuitive interface helped onboard over **200 new users to Web3**, helping secure an additional **$75,000 partnership with Solana.**
- Created branding packages for partnership projects, including a key collaboration with **Sankofa 2024**, ensuring design consistency and brand alignment.

Senior UX Designer, Rektify AI May 2023 - June 2024 | United States **(Remote)**

AI-driven contract risk analysis platform serving enterprise clients.

- Delivered the core UX for an automated smart-contract risk-analysis tool used by enterprises, helping clients **reduce breaches by 55%** and save an **average of $3M**.
- **Designed the MVP** that **won 3rd place** at **Tron Grand Hackathon Season 2**, and first place in **BizThon 2.0 in Dubai** giving the team global visibility.
- Built **dashboards, reporting tools and AI-assisted interaction patterns** for contract scanning, risk interpretation and audit suggestions.

Visual Designer, NEAR Protocol Sept 2023 - Nov 2023 | United States **(Remote)**

Layer-1 blockchain ecosystem; worked with DevHub on BOS adoption, developer education and community-facing design.

- Led design efforts to drive user adoption of NEAR **Blockchain Operating System (BOS)**, contributing to **NEAR Protocol's ecosystem** growth and accessibility.
- Collaborated with the **DevHub team** to design **educational resources and marketing collateral** used across developer outreach and communities adoption efforts that supported NEAR BOS's **(Blockchain Operating System)** mission of making blockchain technology more accessible to mainstream users.

Lead Designer, Minority Programmers

January 2022 - May 2023 | United States **(Remote)**

Web3 product team behind GenaDrop and creator tools, where I led marketplace, AI creator and DAO onboarding UX.

- Redesigned the multi-step listing process for **Genadrop NFT Marketplace**, enhancing information architecture and progress indication, increasing **completion rates by 20%**.
- Designed and developed design systems to ensure consistency and scalability across products, achieving a **45% reduction in project completion time.**
- Designed the Text to AI NFT Creator contributing to a **25% increase in DAU** and **30% increase in NFT minting and listings**.
- Designed and launched BluntDAO's automated onboarding experience using computer vision, streamlining the user verification process.

UX/UI Designer, Zuxx Limited

July 2019 - October 2021 | Nigeria **(Hybrid)**

Nigerian digital product company delivering public-sector and consumer platforms for NCC, NFVCB, NIPOST and NDIC.

- Designed the Byke Messenger delivery app from concept to launch, **achieving 1,500 active users** in **6 months** and increasing **user engagement by 25%**.
- Designed the **award-winning NCC web portal** as part of the core team, improving accessibility to telecommunications services for **millions of Nigerian citizens**.
- Designed the **NFVCB** digital classification platform, modernising film/video approval processes for national use.
- Led UX for NIPOST's e-commerce suite **(Merchant Portal, payment gateway, Track & Trace),** driving a **65%** increase in transactions within **two months.**

EARLIER EXPERIENCE

Online Legal Access Limited · UX/UI Designer **Feb 2014 - Apr 2018**

9ja Parliament, Federal Tender Journal and 2017 World Summit Awards recognition.

Polaris Bank · Transaction Officer **Apr 2018 - Jun 2020**

Turned recurring customer complaints into a statement-of-account experience later adopted in the bank app.

EDUCATION

Kwara State Polytechnics | Nigeria **2012**

National Diploma in Mass Communication

University of the People | United States **Expected Graduation: 2026**

Bachelor’s Degree in Computer Science *(In Progress)*