

Abdul Rasheed Brimah

BRAND & PRODUCT DESIGNER

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SUMMARY

Brand and product designer based in Lagos, building Plugr, a verified-identity marketplace for Nigeria's skilled tradespeople, while leading design for two early-stage startups. My computer engineering background shows up in how I approach design, thinking in systems and structures before surfaces. Comfortable owning a product's full visual identity and UI end to end, from wordmark to working screens.

SKILLS

Design: Brand Identity & Strategy, Logo & Wordmark Design, UI/UX Design, Design Systems, Colour & Type Systems

Tools: Figma, Affinity.

EXPERIENCE

Founder — Plugr Technologies

Sep 2025 – Present

Lagos, Nigeria

- Founded and lead product design for Plugr, a verified-identity marketplace connecting Lagos clients with vetted electricians and plumbers through a four-part verification stack (NIN, liveness check, BVN, guarantor) and escrow-protected payments
- Own brand identity and go-to-market design end to end, as the sole designer on a founder-led team
- Designed core screens and the visual system alongside one other contributor, then directed AI-assisted development to build out the rest of the product from those references

Design Team Lead — Twizrr

Apr – May 2026

Core contributor, pre-revenue startup (equity-track)

- Led brand identity design for Twizrr, an escrow-protected marketplace, building the wordmark, mark, and colour system from scratch
- Owned design decisions independently as the team's sole designer, working directly with the founding team

Graphic Design Team Lead — RecoverIT (Volunteer)

Feb 2025 – Present

Health / addiction recovery platform

- Designed RecoverIT's full brand identity and led a 3-person design team producing social-outreach content for an addiction-recovery health platform
- Built reusable templates and layout systems so the team could produce on-brand content without redesigning from scratch each time

EDUCATION

ND, Computer Engineering — Yaba College of Technology, Yaba, Lagos

Jun 2022 – Jun 2024