

Ismail Ahmad Portfolio

Senior Designer, Product & UX Design

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ismailahmad.com



Ismail Ahmad

HI, I'M AHMAD

Your... aesthetic warlord and design partner among many titles, I am a seasoned designer specializing in creating interface design for web and apps, as well as graphic and brand identities. I am from Nigeria, but currently based in Berlin, Germany.

located in Berlin	years of experience	clients partnership	project completed	anime watched	books, hobbies
DE 	10+	40+	92+	25+	300+



education / certification



Bachelor Degree:
Business and Management*



Professional Design Diploma:
UX Design



Certification:
Data Protection Training



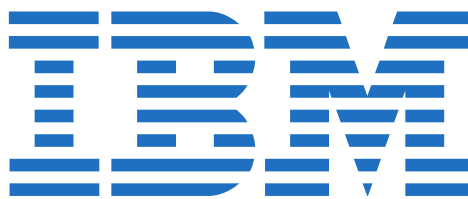
Design Diploma:
Interaction Design



Certifications:
Product Management



Certifications:
The Art & Science of Idea.



Certifications:
Design Thinking Practitioner



Certifications:
Founding Learning Member



Certifications in view:
UX Writing for AI & Human

clientele / experience

accenture

Worked on UX for multiple enterprise and financial products across Europe, the Middle East, and the US

LEMFI

Designed mobile app, website and portal experience for features like the debit card and money transfer experience

Sterling

Improved digital banking touchpoint by redesigning onboarding, and in app feature experience

COMMERZBANK

Audited and refined banking app experience, enriching transaction flows and onboarding experience

MOTEL ONE

Designed the check-in and digital key feature for their hotel app, which went on to win a Red Dot Award

Deutsche Bank

Redesign internal operational tools, improving usability, and ensuring smoother cross-team collaboration

gomoney

Led the design team. Worked on mobile banking experience, focusing on account management, transactions etc

LANDOR

Intern as brand designer, learning from top class designer on how to align client brand strategies with creative output

etihad credit bureau

Redesigned the platform portal, improving user navigation, data visualization, and accessibility compliant



industries / geography

industries

Banking and fintech

SaaS and digital services

Hospitality and travel

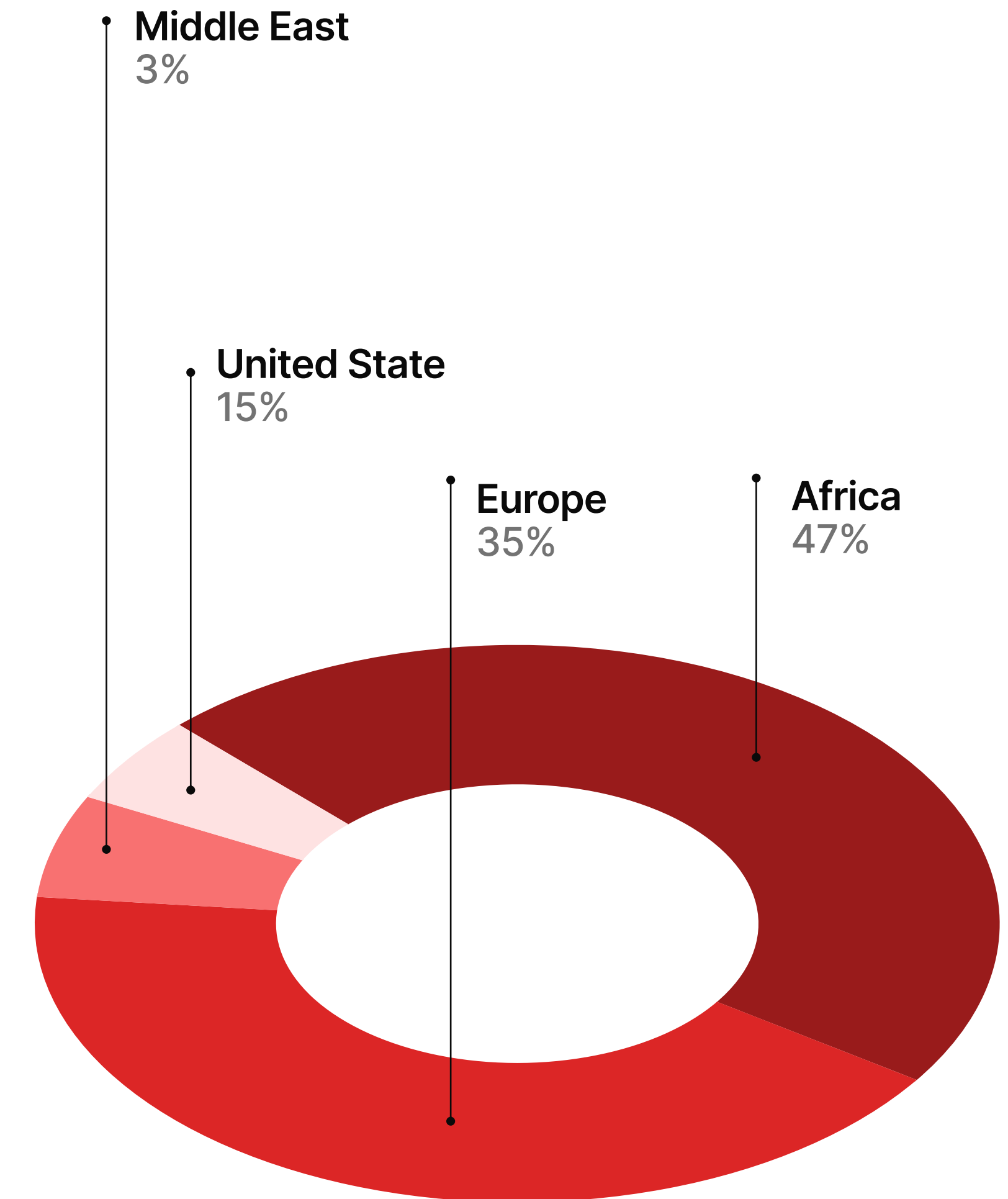
Advertising and marketing

Transport and logistics

eCommerce

Agriculture

geography



expertise / services

product design

I create MVP concepts for you, test hypotheses, prepare presentations for your stakeholders, start a design system for your designers, and write guides for your developers.

graphics

I can enhance your product design with custom illustrations, icons sets, and interactions design because sometimes, graphic design can tell more than words.

Design Research

Competitors Analysis

User Journey

Feature Analysis

Logo Design

Illustrations Design

Custom Icons

Prototyping

Audit & Testing

Design System

UX & UI Design

Art Direction

Marketing Design

Pitch Design



expertise / services

branding

Rebranding or brand new identity, I create the design systems with proper documentations that you or your team will be proud to use across all brand touchpoints.

Brand Research

Brand Architecture

Brand Naming

Brand Identity

Identity Guidelines

Rebranding

Identity Guidelines

Strategy

web design

I design website that users will trust, something unique, that shows craft your user we want to tweet and competitors will want to bookmark.

Design Audit

Competitors Analysis

Visual Direction

UX & UI Design

Design System

Content Development

Design Management

Framer Development



toolstack

research / design



I use AI tools like ChatGPT, Claude, Gemini to conduct research, refine brief, and write documentation



I use Notion for organizing ideas, documenting processes, and managing project tasks



My go-to for design inspiration especially mobile and learning from real world product patterns



Before jamming on Figjam, I use Pinterest as a mood board for visual inspiration and concept exploration



My tool for designing interfaces, collaborating with team, storing design artifacts and prototyping



I use Framer for high-fidelity prototypes, website development and interactive design mockups



For creative graphic design, pitch with heavy graphic design, illustrations, and visual assets. Cheaper.



Landbox helps me discover beautifully designed websites and layouts for ideas for sections and hero

prototype / development



I write basic HTML / CSS to prototypes design ideas and build website and email template



I use Lovable for quickly building MVPs and no-code prototypes, also structure react code for engineers



I am using RIVE for creating and embedding animations and interactive elements into real project



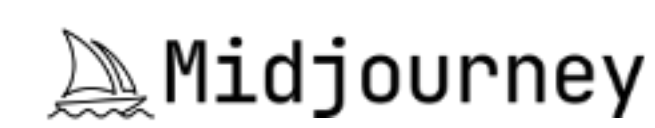
I use 365 for documentation, love excel for data refinement and synthesis for cross-team collaboration



I use linear for project management, tracking tasks within teams and issues during product development



I use supabase as a data storage when testing high fidelity prototype and database is required to store info



When high fidelity image is needed, I use AI tool like this for generating visuals, concepts, and design assets



I used Adobe for team that can afford it, for professional design tasks like photo editing, motion graphics etc



mobile app design

few selected app design work

work@ismailahmad.com
ismailahmad.com



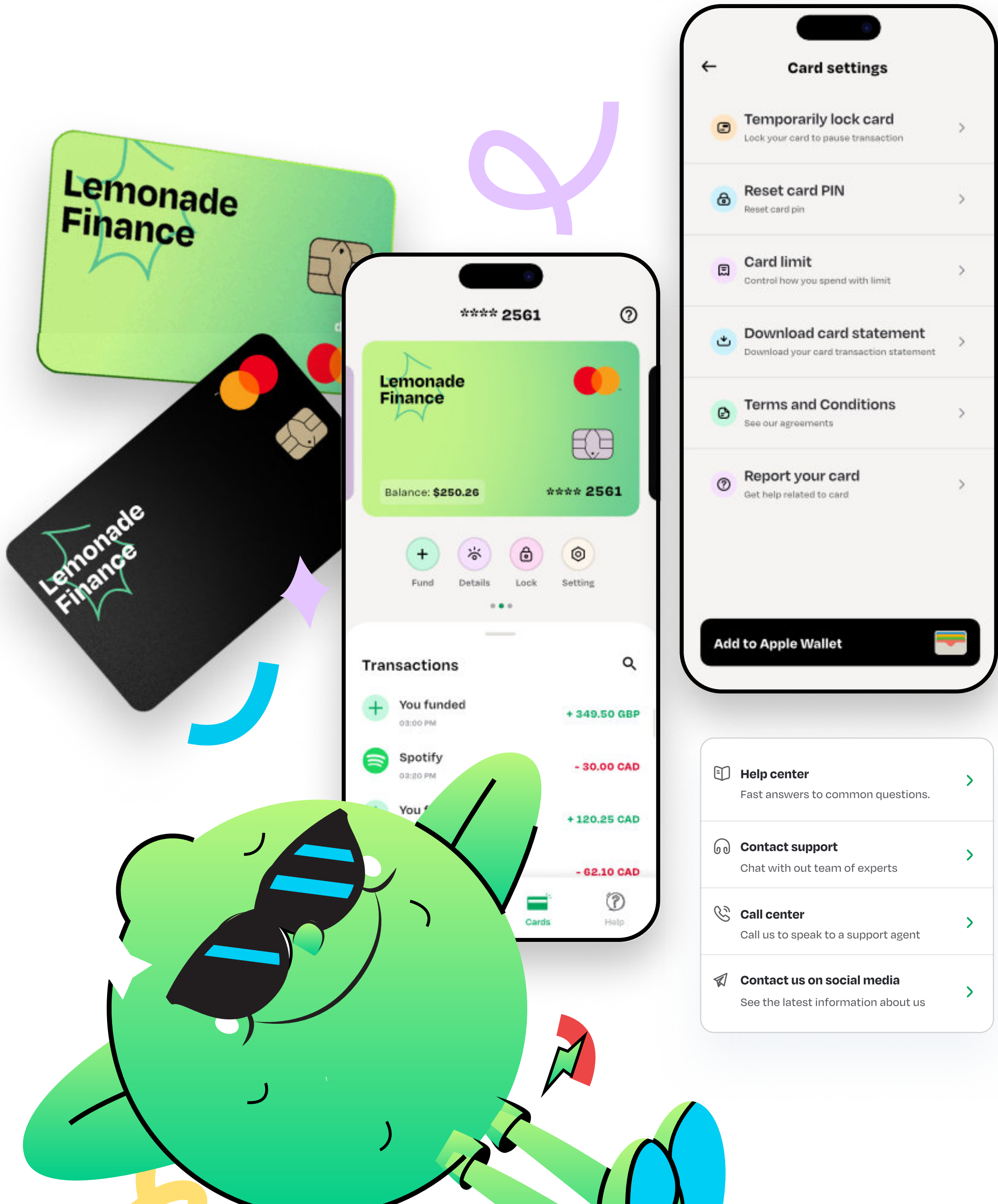
Ismail Ahmad

Lemfi

Lemfi is a financial technology company offering a range of services like remittance designed for people in the diaspora. I worked on all touchpoint from mobile, to website to portal and communities integration

lemfi.com/cards
[see case](#)

Services	Features & App Designs Competitors Analysis User Testing UI / UX Design
Industries	Financial Services Fintech Remittance
Challenges	- To design a new debit card from scratch specifically for the UK market, which includes a highly diverse immigrant population. - The design needed to feel premium, secure, and trustworthy to encourage daily use for financial transactions. - It was crucial to create a distinct visual identity that would stand out in the crowded UK fintech space while aligning perfectly with Lemfi's brand.
My role	- Designed multiple concepts that balanced a modern, minimalist aesthetic with subtle nods to the brand's global, inclusive mission. - Developed a cohesive design system for the physical card, its virtual in-app counterpart, and all associated marketing materials. - Created a simple yet elegant physical card with a focus on high-quality materials and a clean layout, ensuring usability and a premium feel. - Designed the card's packaging and unboxing experience to introduce the new product and reinforce the brand's values of care and reliability.
Results	- Raised over \$53 million Series B round. - Successfully launched and rolled out to all UK customers, resulting in high adoption rates. - The card design received positive feedback, strengthening brand loyalty. - Contributed to a significant increase in transaction volume within the UK market.



Lemfi

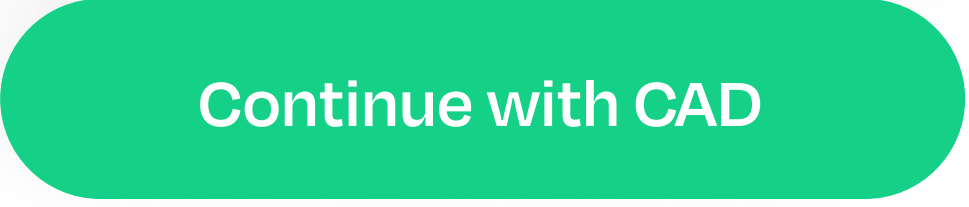
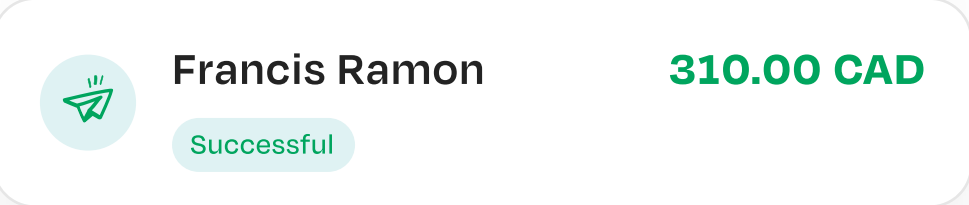
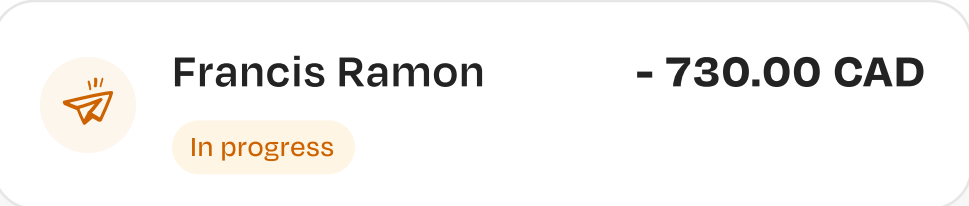
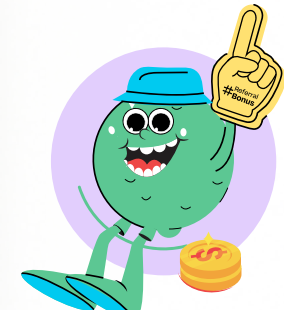
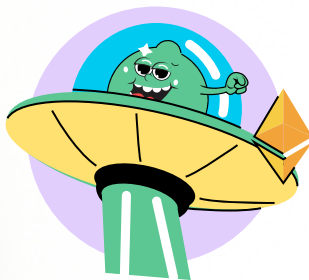
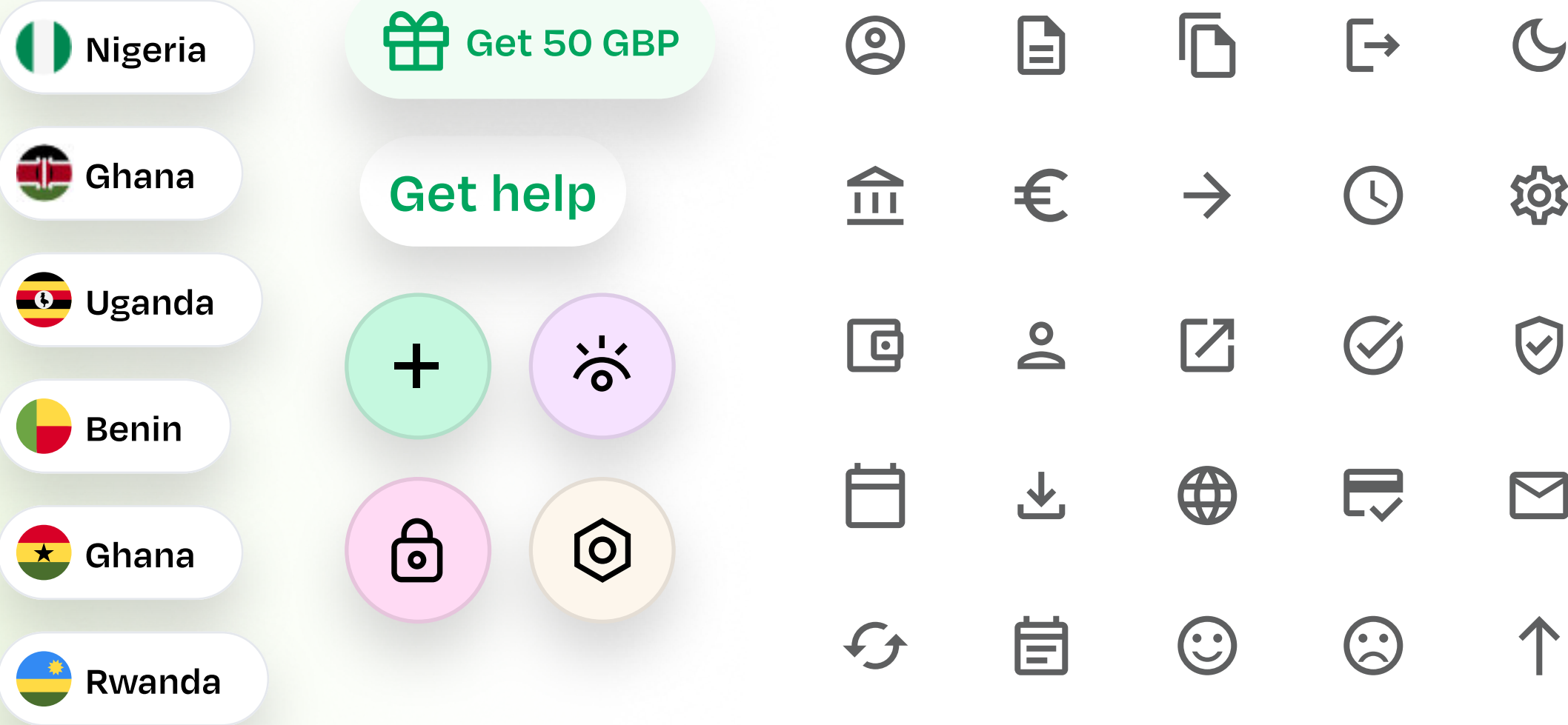
Developed a cohesive assets, the iconography, colors, illustration and design system for the physical card, its virtual in-app counterpart, and all associated marketing materials.

I worked with one of the best illustrator on the team Ezekiel Dimeji to expand on his existing illustration and adapted them for the card assets.

Lemonade Finance



Degular
SemiBold
Regular



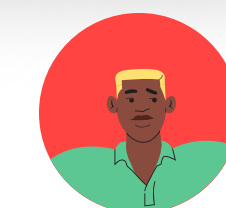
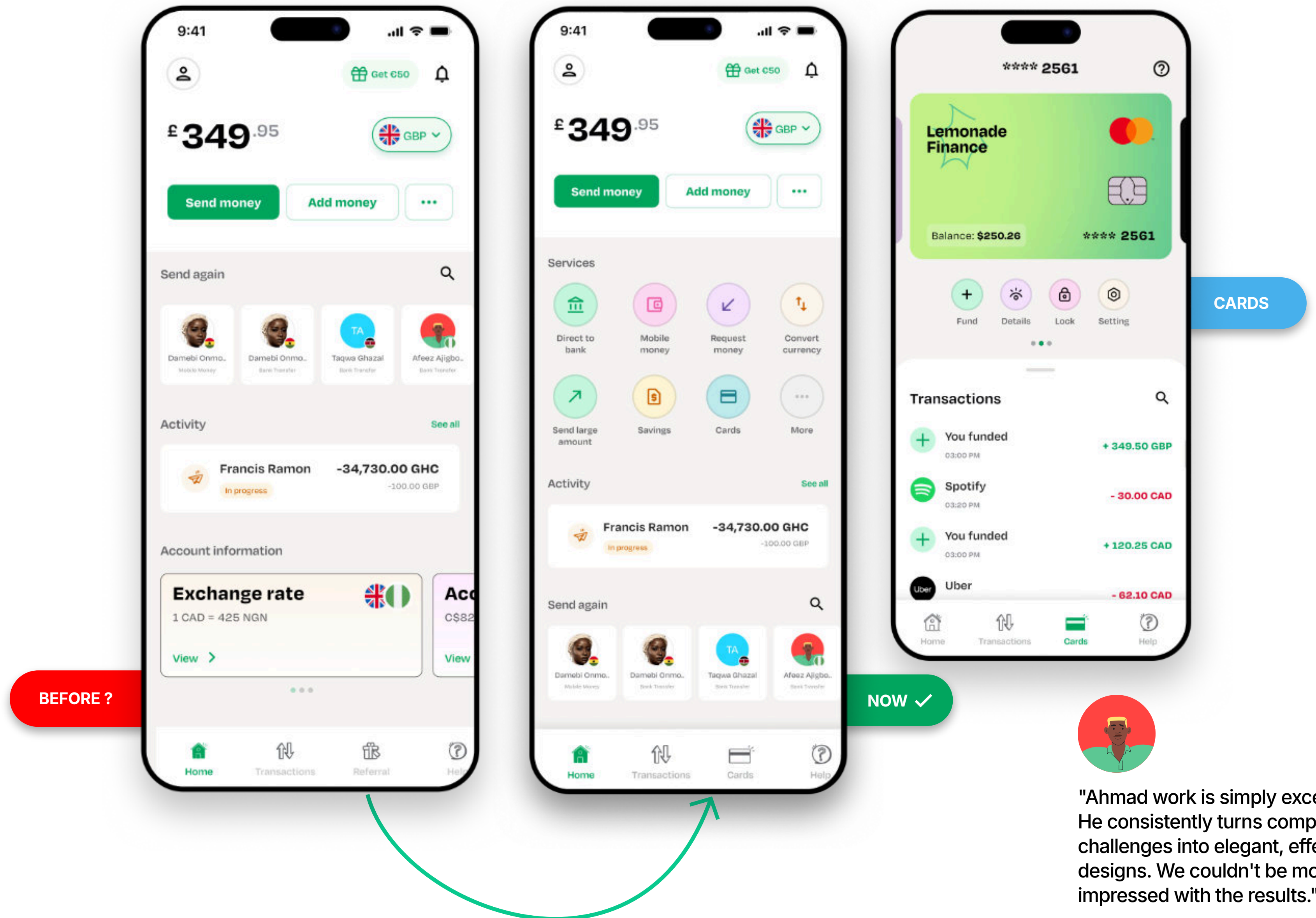
Conclusion

Successfully launched and rolled out to all UK customers, resulting in high adoption rates across UK, USA and Nigeria communities. The new card design received positive user feedback for its look and feel, strengthening brand loyalty.

Contributed to a significant increase in transaction volume within the UK market following its introduction.

lemfi.com/cards ↗

[see case](#) ↗



"Ahmad work is simply exceptional. He consistently turns complex challenges into elegant, effective designs. We couldn't be more impressed with the results."

Afeez Ajigbotosho
Head of Product

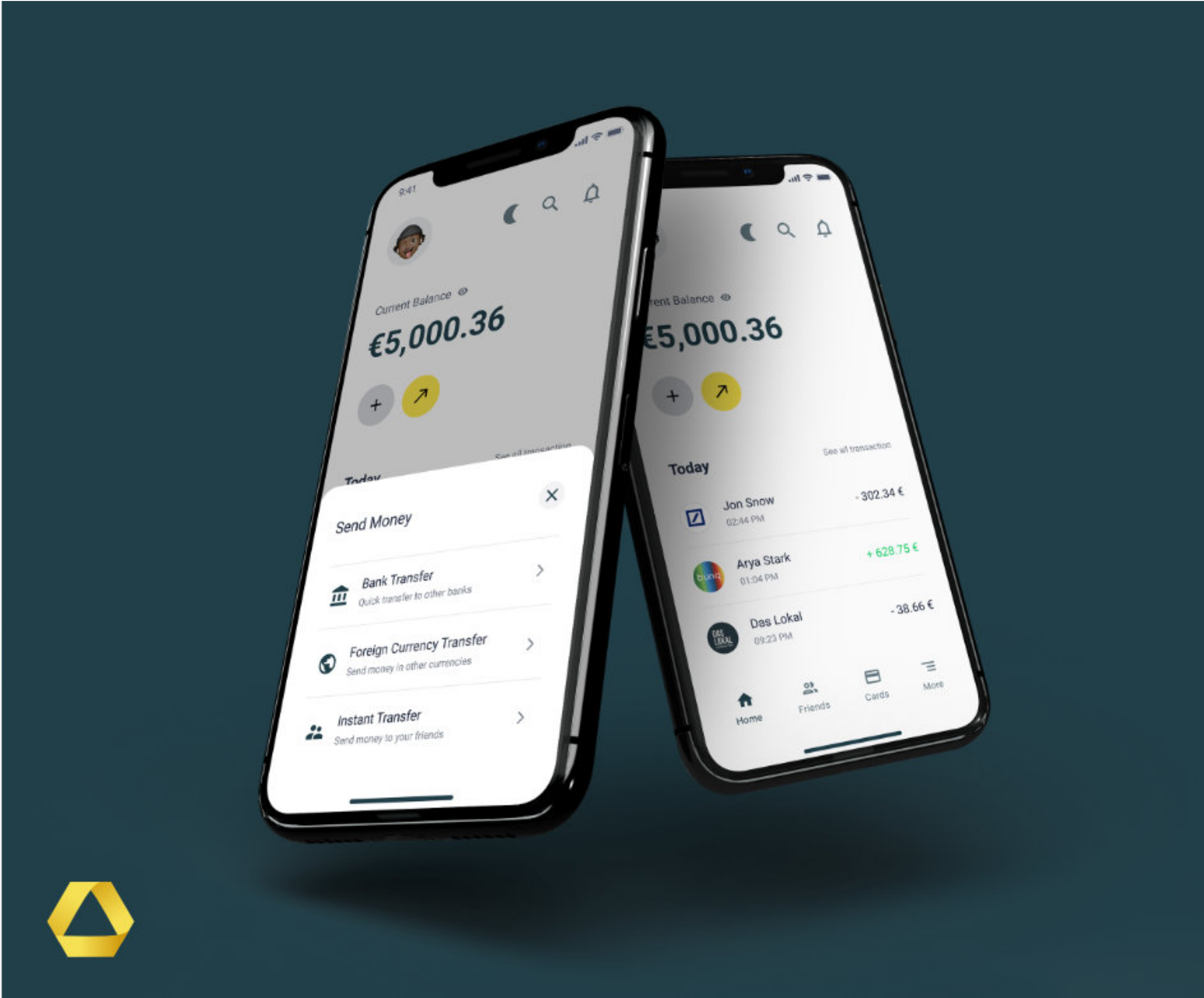


Commerz Bank

A strategic redesign of the mobile onboarding and in-app transaction flows for a leading German bank, focused on enhancing user experience and simplifying digital payments.

commerzbank.com

Services	Mobile App Design UI/UX Design User Testing Product Strategy
Industries	Fintech, Business Banking, SaaS, B2B Services
Challenges	- Reimagine core user experiences of onboarding and daily transactions to meet the expectations of modern digital users. - Simplify the complex banking processes into intuitive, seamless flows.
My role	- Redesigned the mobile onboarding experience, including important information at the start of the onboarding in case users get stuck. - I created assets and improve the color contrast for both dark and light mode creating a more welcoming feel. - Overhauled the home screen and prioritize actions user need to take when in app. - Improved transaction flows by creating a cleaner process that makes sending and receiving money easy to use.
Results	- The redesigned led to a significant improvement in user satisfaction and a reduction in transaction errors. - The rigorous user-testing approach was highly valued for its role in validating the design direction and ensuring a successful outcome.



MotelOne

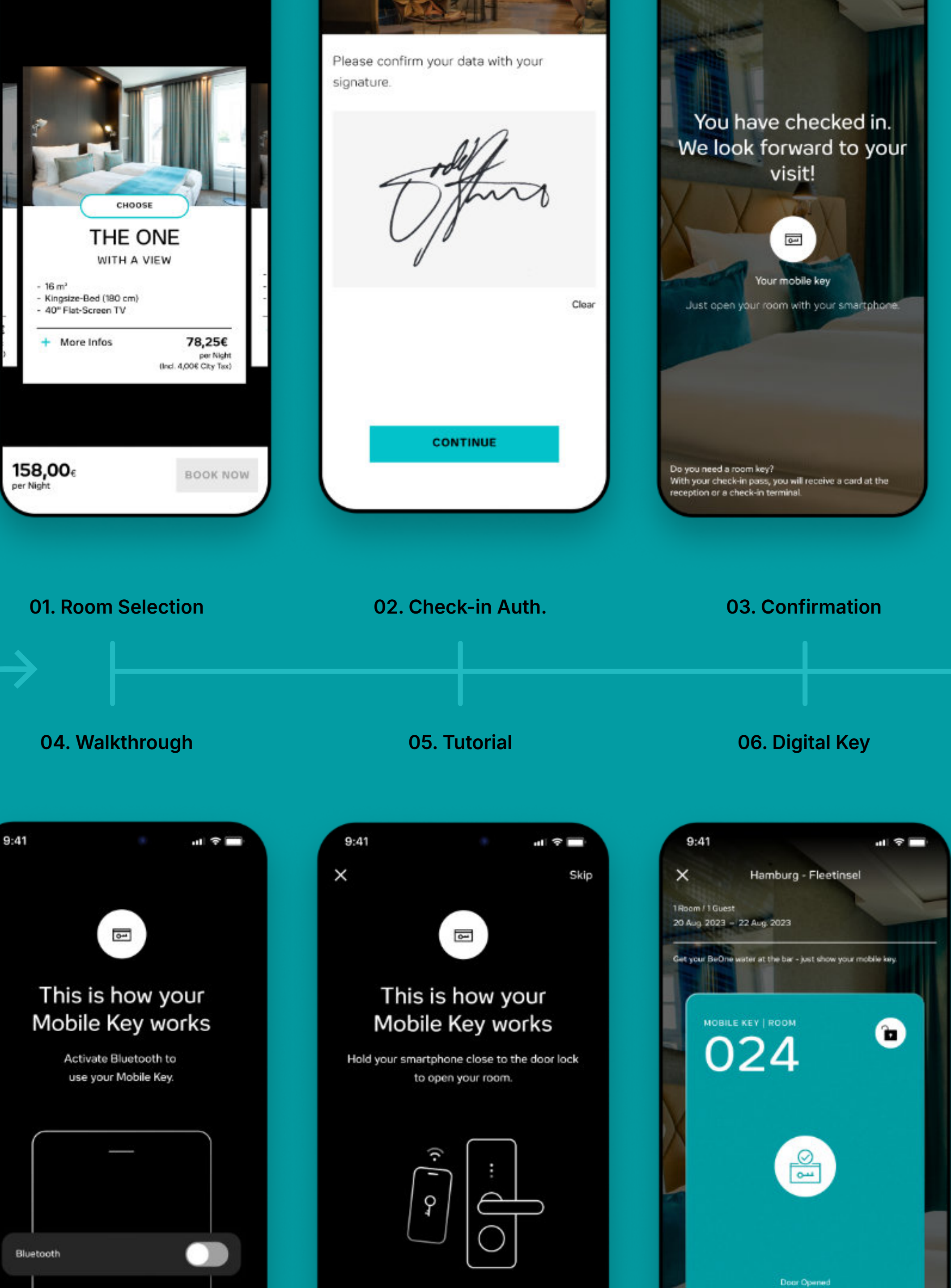
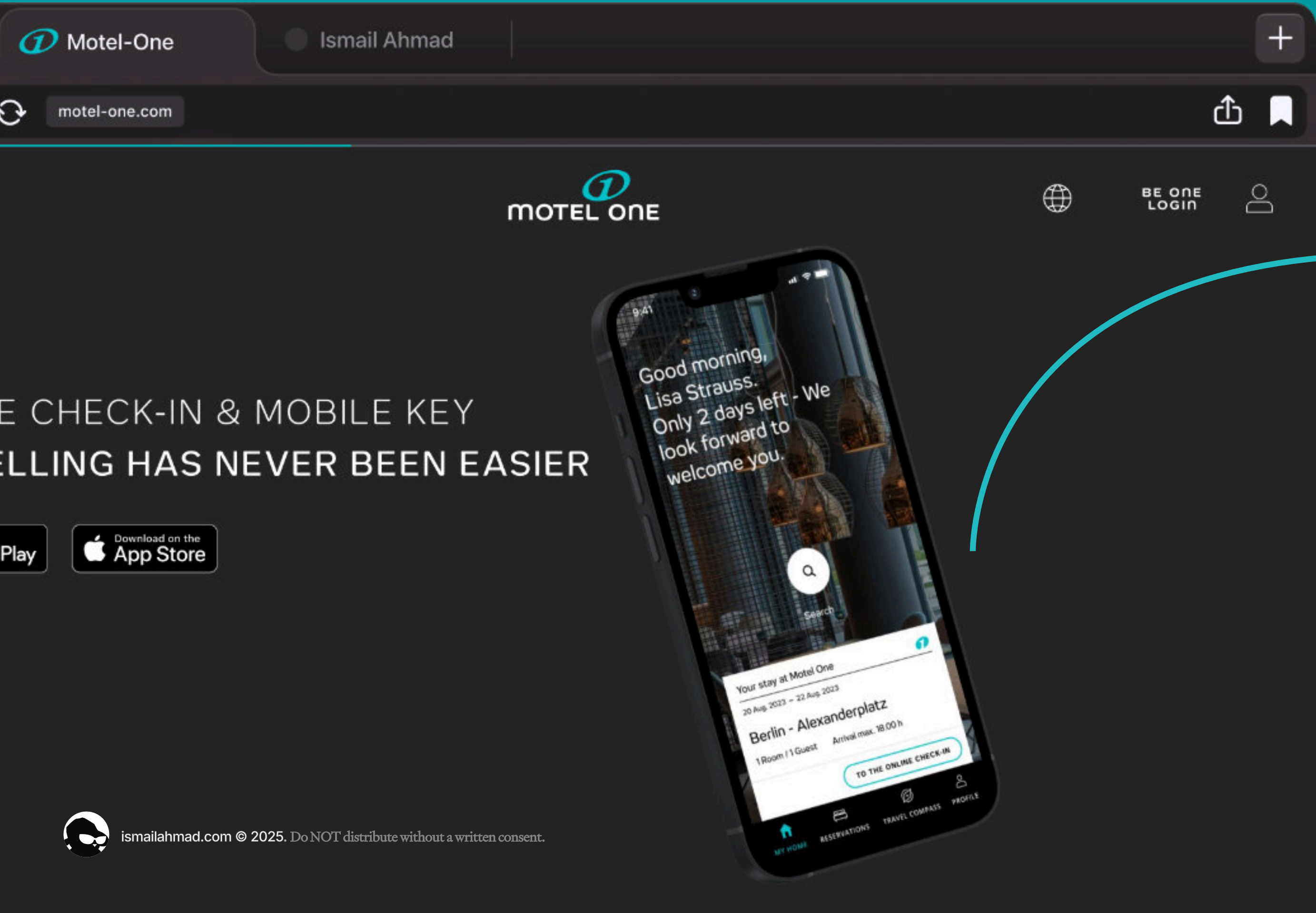
Motel One stands out for transforming budget hospitality with design-forward. Centrally located hotels that retain affordability, currently moving toward further growth and public offering.

motel-one.com/check-in ↗

Services	Mobile App Design (iOS & Android) User Research Product Strategy User Experience Design
Industries	Travel & Hospitality Hotel & Accommodation Digital Services
Challenges	- To elevate the Motel One 'beOne' app from a simple booking tool into an essential, all-in-one digital companion for the modern traveler. - The primary challenge was to design a completely frictionless guest experience, from a lightning-fast "booking" process to a fully digital check-in that eliminates front desk queues.
My role	- Mapped the entire guest journey from pre-arrival excitement to a seamless departure. - Architected the flow and information architecture to reduce the numbers of booking for checking and "3-click booking" flow, simplifying the reservation process. - Designed an intuitive mobile key feature, ensuring the app provided seamless access to rooms and hotel amenities, reference real world card design. - Conduct research, benchmark industry standards to mirrors Motel One's exclusive design, ensuring the digital experience feels as high-quality as the physical hotel.
Results	- Successfully rolled out across 92 hotels, leading to a significant increase in mobile bookings and member engagement. - The 'beOne' app became a key differentiator, cementing Motel One's reputation as an innovator in hospitality experience at 🏆 Red Dot Award.



The digital check-in and mobile key functionality received outstanding guest feedback, drastically reducing wait times and improving overall satisfaction scores.



Gomoney

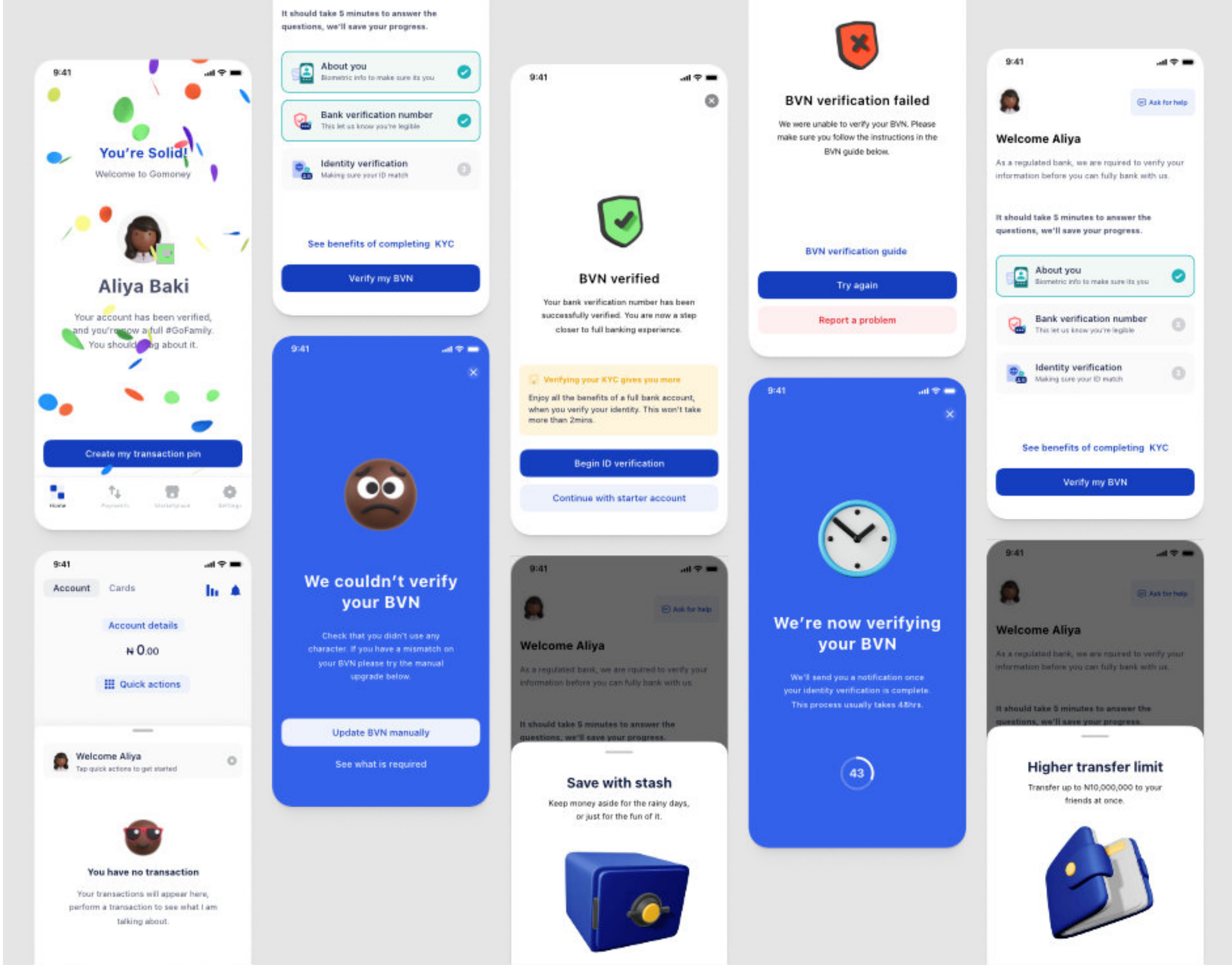
A strategic redesign of the onboarding experience for a leading Nigerian digital bank, aimed at reducing user drop-off and simplifying account upgrades.

gomoney.global/account ↗

[see case ↗](#)

Services	Mobile App Design Design Audit User Research Product Strategy UI / UX Design
Industries	Fintech Digital Banking Financial Services
Challenges	• gomoney was facing a high drop-off rate during its critical registration phase. The challenge was to dissect the existing onboarding process to identify every point of friction and redesign it to be faster, more intuitive, and more engaging. • The goal was to make a user's first interaction with the bank seamless and to clarify the path to unlocking more powerful features through account upgrades.
My role	• Conducted a thorough analysis of the existing registration flow, using data and user feedback to pinpoint bottlenecks and the primary causes of user drop-off. • Redesigned the onboarding journey from the ground up, introducing a simplified, visually engaging, step-by-step process that significantly reduced user effort. • Designed a new intuitive system for users to understand and upgrade their account tiers from the moment they sign up. • Introduced a refreshed feel within the app, a modern UI that helped the bank stand out and better connect with its audience.

Results	• Successfully reduced the registration drop-off rate, leading to an increase in new customer acquisition. • Significantly boosted the rate of user account upgrades during registration.
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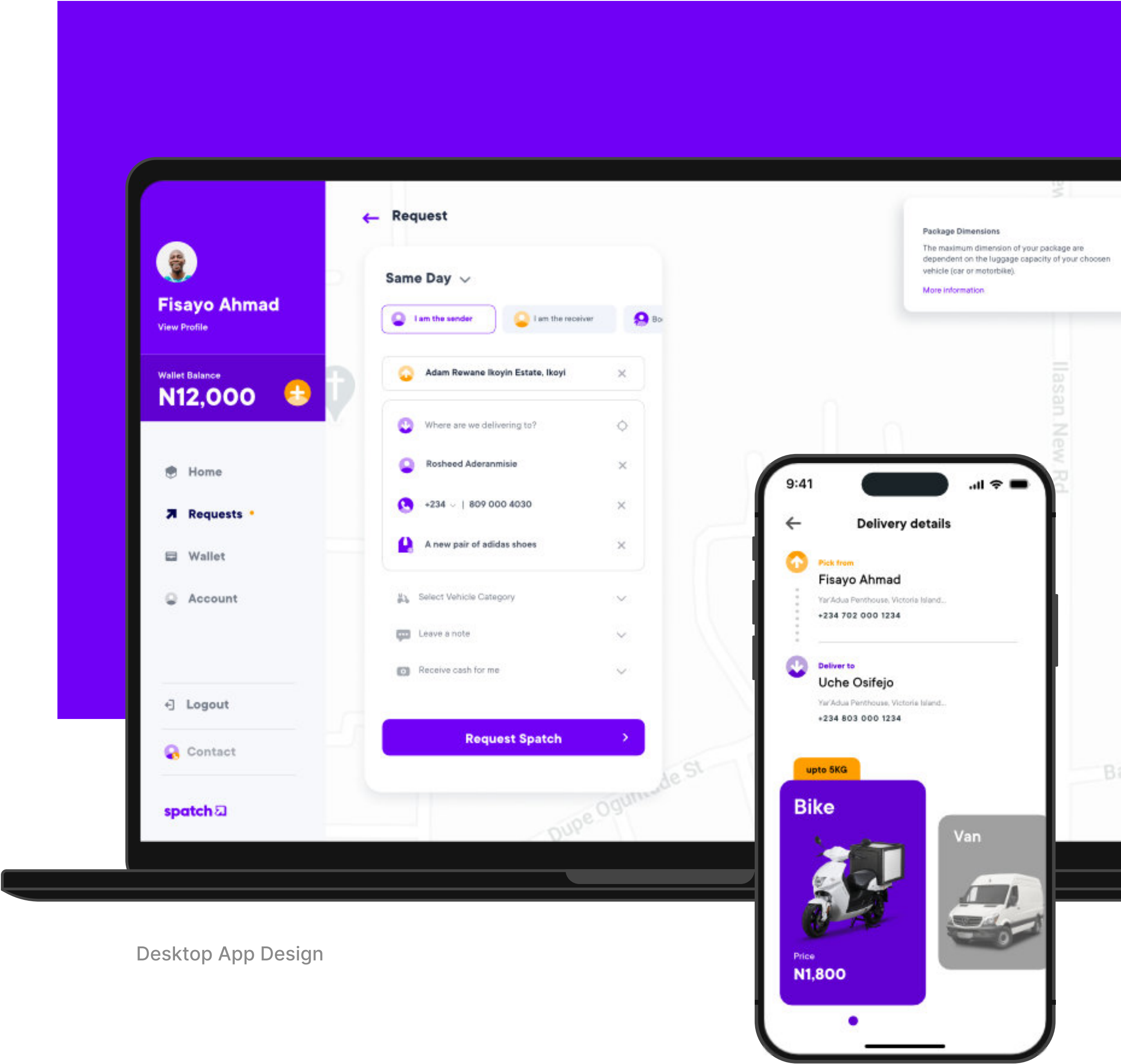
Spatch

A suite of mobile applications designed to bring trust and efficiency to on-demand logistics for customers, riders, and admins in Nigeria.

[live here ↗](#)

Services	Branding Naming Mobile App Design (iOS & Android) Product Strategy UI/UX Design Prototyping & Testing
Industries	Transport and logistics eCommerce On-Demand Services B2B Services
Challenges	• In Nigeria’s logistics market, plagued by user skepticism, the challenge was to design a mobile experience that felt undeniably secure and reliable. • To build an entire on-the-go ecosystem for customers, delivery riders, and administrators built on trust with every interaction. • The design had to be intuitive enough for a diverse user base and robust enough to manage the complexities of real-time logistics from anywhere.
My role	• Designed three purpose-built mobile applications: one for customers, one for riders, and a control app for admins, ensuring a tailored experience for each user group. • Prioritized transparent tracking, clear communication channels, and a frictionless booking process. • Implemented a clean, modern UI system that remained consistent across all three apps, reinforcing a unified and professional brand identity that users could trust.

Results	• The first year transaction was more N48million. • The multi-app ecosystem significantly reduced operational bottlenecks and improved overall delivery success rates.
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Desktop App Design

Mobile App Design

Easy Dispatch

The foundational brand identity and platform design for one of Nigeria's first digital logistics apps, created to provide swift and seamless deliveries.

easydispatch.ng ↗
[appstore](#) ↗

Services	Logo & Identity Design Mobile App Design UI/UX Design Marketing Design
Industries	Logistics & Delivery On-Demand Services eCommerce
Challenges	• To create a solution for a market with no existing digital logistics apps. • Design and launch one of Nigeria's very first on-demand delivery platforms from the ground up. • We needed to solve a huge local problem—the stress and delay of Lagos traffic—by creating an app that was not only functional but also intuitive enough to introduce a brand-new way of doing things.
My role	• Created a bold and memorable brand identity from scratch, including the logo, color palette, and visual language, to establish EasyDispatch as a trusted brand. • Designed the entire mobile app experience from zero, focusing on a simple, intuitive user flow that made booking, tracking, and managing deliveries feel effortless. • Developed a comprehensive suite of marketing materials to support the product launch, effectively educating the market and driving initial user adoption.
Results	• Launched as a pioneering digital logistics platform in Nigeria, changing how people handled deliveries. • Branding led to rapid user adoption and established EasyDispatch as a first-mover. • The service was widely adopted and praise for its innovative solution.



web and portal design

few selected web and app design work

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ismailahmad.com



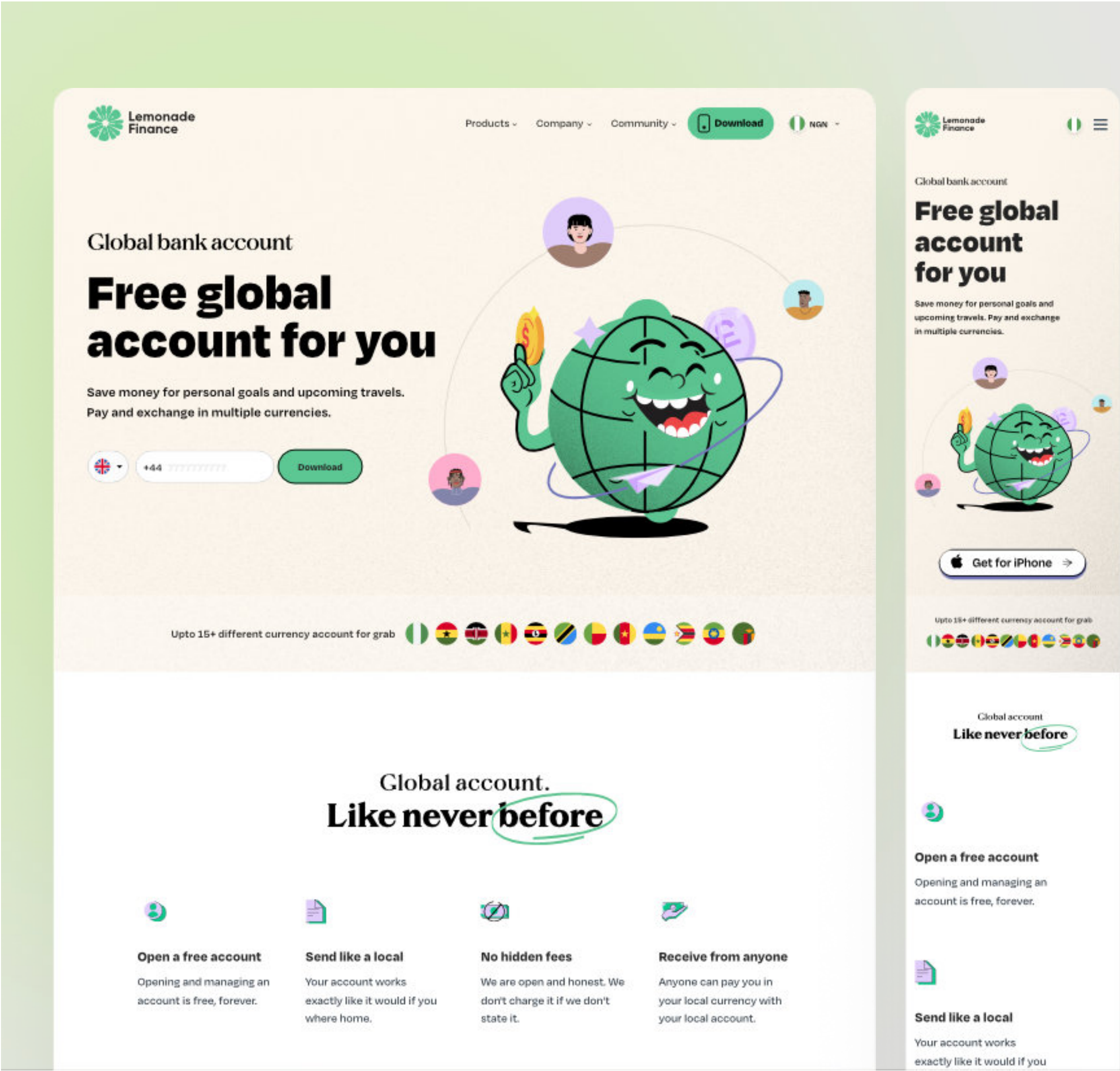
Ismail Ahmad

Lemfi Website

Lemfi is a financial technology company offering a range of services like remittance designed for people in the diaspora. I worked on all touchpoint from mobile, to website to portal and communities integration

[lemfi.com ↗](#)
[see case ↗](#)

Services	Web Design Web Development Branding UI/UX Design
Industries	Financial Services Fintech Remittance
Challenges	• Redesigning the website to represent a diverse, global user base from many different backgrounds and countries. • Creating a system where each visitor could see a version of the site that felt personalized and unique to them. • Ensuring the new design authentically represented the right people and cultures, to foster a sense of belonging.
My role	• Conducted research to build personas for key immigrant communities, ensuring the design and content would resonate. • Designed and developed a dynamic, modular website capable of personalizing content, imagery, and currency information based on the visitor's location. • Refresh the Lemfi identity across the site, creating a clean, accessible, and intuitive user interface. • Built a comprehensive UI/UX design system to ensure consistency and scalability as Lemfi expands its services to new countries.
Results	• The clear user journeys and value proposition clarity supported the company's growth to over 1 million users. • Built the foundation for where the design is today, and for the new brand identity.

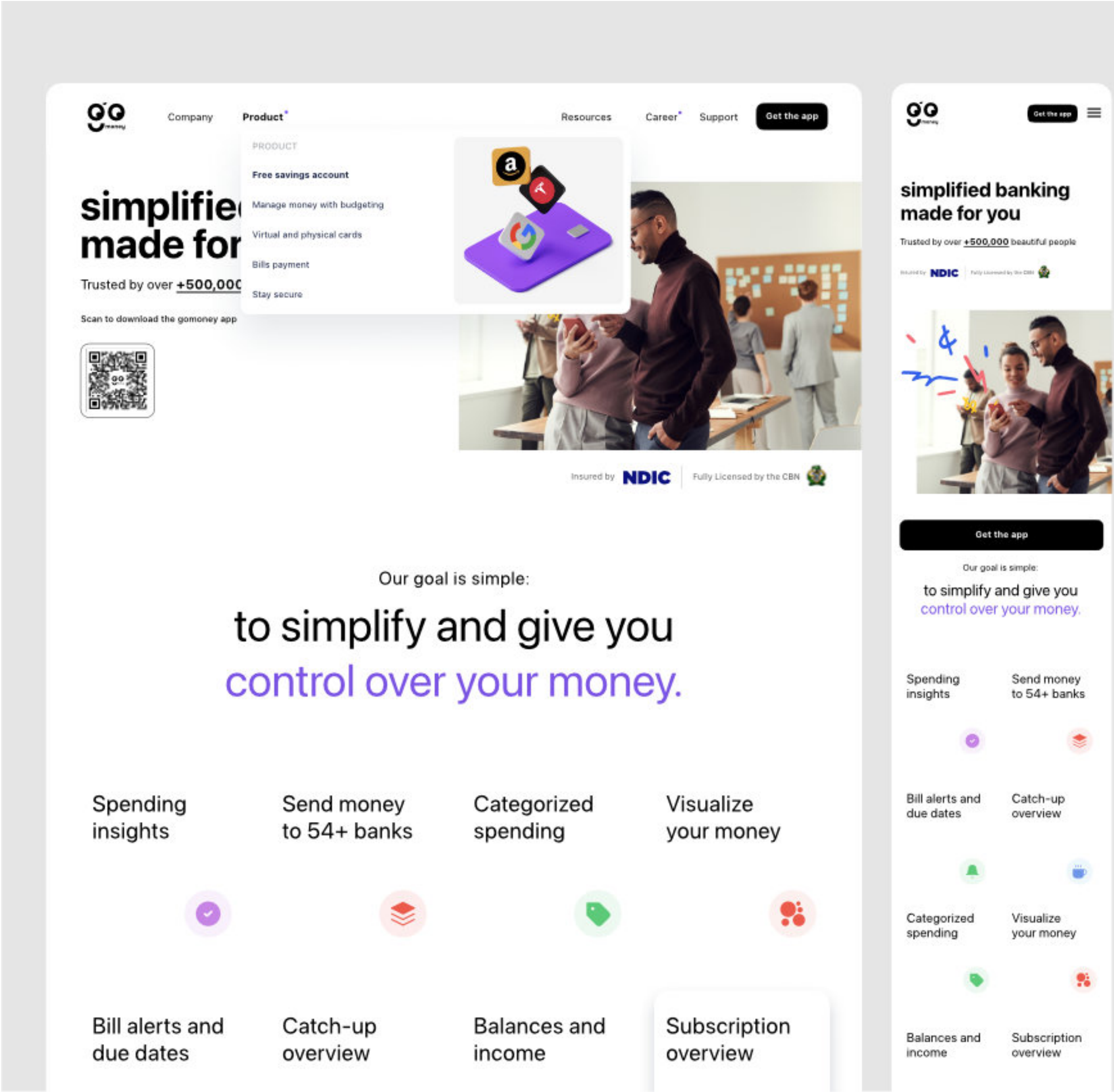


Gomoney Website

Gomoney is digital bank in Nigeria, that help the youth access financial tools, and manage their money conveniently. When I joined Gomoney, the goal was to improve the registration drop-off rate and enhance the onboarding process for our customers. I also introduced some features and brand refreshed to make the bank stands out.

[gomoney.global ↗](#)
[see case ↗](#)

Services	Web Design Content Documentation Design Management Graphic Design Web Development
Industries	Fintech Digital Banking Financial Services
Challenges	• To structure a massive amount of content into an engaging story-driven website, and showcasing a numbers without overwhelming the users. • To represent delicate information, make user trust the website, keep it lean and simple in a way that would keep readers' attention.
My role	• Research valuable target and narrowed down the content in a way that's digestible • Update the brand element that would allow easy engagement of all users, regardless of their skills • Updated logo mark towards a more modern look and keep a consistent theme • Created a visual system that could flexibly accommodate combinations of graphic assets created • Analyzed various accent colour options to carefully choose the perfect non-provocative solution • Built the experience upon the use of photography and 3D illustration
Results	• Increased engagement by 7.5% with the app content • Increased installs from Google • Search by 11% and installs from the website by 18%



Etihad Credit Bureau

Etihad Credit Bureau serves as the UAE’s backbone for credit data, enabling individuals and businesses to access critical financial insights. Its digital integrations, from government apps to business partnerships ensure that obtaining credit information is straightforward, fast, and increasingly inclusive.

etihadbureau.ae

Services	Web Design Web App Design Design Research Design Audit
Industries	Banking Fintech, Financial Services Government Services
Challenges	- Completely redesign the digital presence of a national entity, unifying the user experience across the public website, a secure user portal, and the mobile app. - Simplify highly complex and sensitive credit information, making it accessible and understandable for both individual consumers and corporate entities. - A key challenge was designing for multiple user groups with distinct needs, ensuring each platform (app, website, portal) was tailored to its specific audience while maintaining a consistent brand identity. - The new design had to project a strong sense of security, authority, and trust, which is paramount for an institution handling the entire nation's credit data.
My role	- Strategy-aligned design by conducting a deep analysis of the bureau's objectives to ensure the new architecture supported their vision. - Mapped out comprehensive user flows for all critical interactions, such as settings, checking a credit score, downloading a report. - Developed detailed wireframes for the site and portal, establishing a clear and intuitive structure before moving to visual design. - Rebuilt the Information Architecture from the ground up to organize content logically.

Results	- Award: 🏆 Grand Prix. 🥇 5 Golds. 🥈 2 Silvers. 🥉 1 Bronze. ⭐ 2 Special Recognition - Received positive acclaim for making credit information more transparent and accessible to the public.
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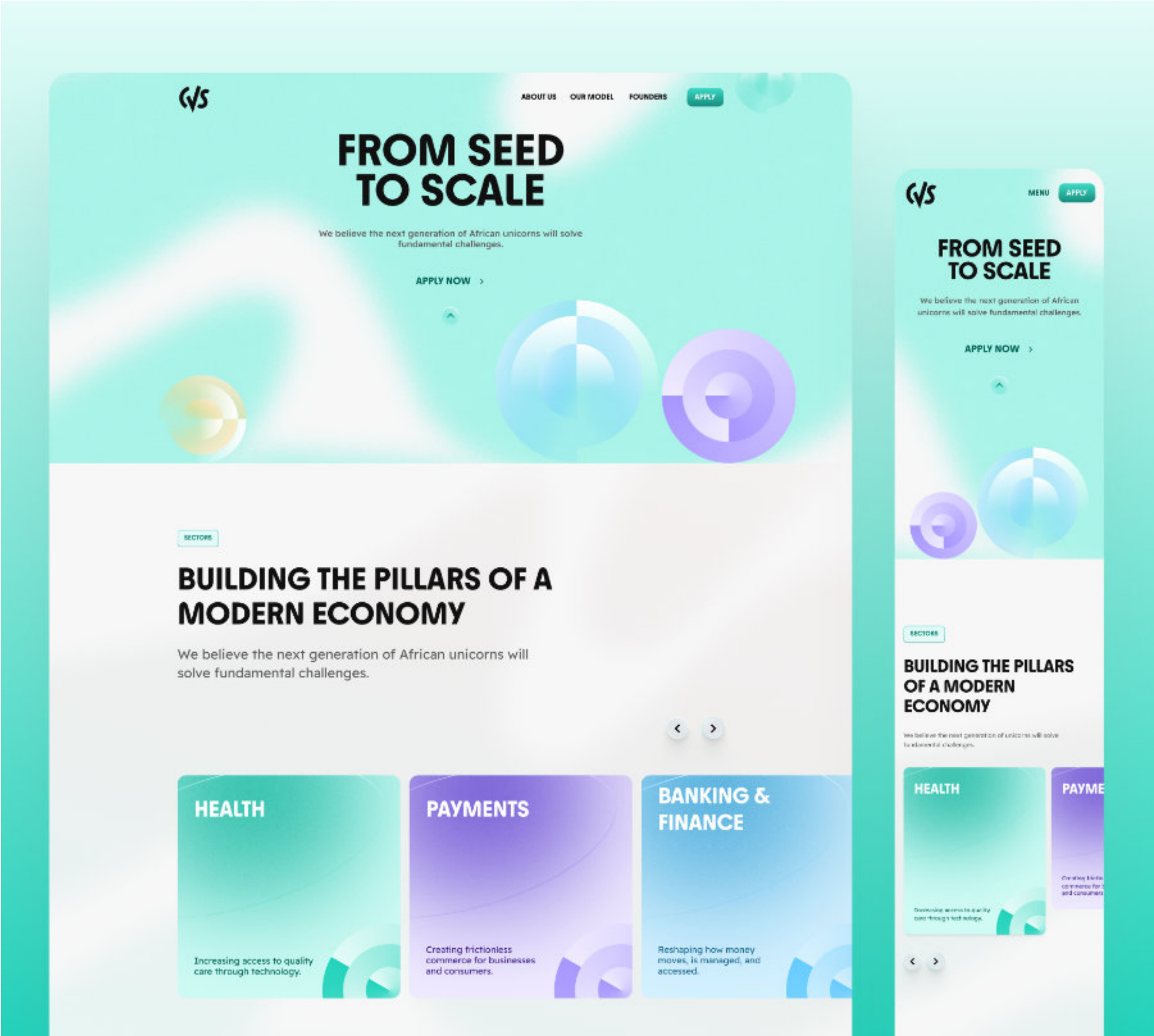


CVS Website

CVS is a venture studio. I created a credible digital presence, that’s for mobile and desktop for Cone Ventures.

coneventure.global

Services	Logo Design Web Design, UI/UX Design
Industries	Venture Capital & Private Equity, Startups & Entrepreneurship, Business Services
Challenges	Designing a modern, memorable logo and a comprehensive brand identity system from the ground up, and establishing a professional and trustworthy visual language for the brand, while making sure it fits into the existing brand.
My role	- Designed a clean, intuitive website with a clear information hierarchy that effectively showcases the studio's thesis, portfolio, and partnership model. - Created a sophisticated and minimalist UI/UX that ensures a seamless and professional user experience, reflecting the firm's commitment to excellence. - Delivered a brand and web platform that the founding team was proud to launch as their primary digital storefront.
Results	- The new website and identity were launched successfully, receiving enthusiastic approval from the founding team and stakeholders. - The professional branding has been instrumental in positioning Cone Ventures as a credible and forward-thinking player in the African venture landscape.



Spatch Website

A comprehensive web platform and dashboard designed for businesses to manage, track, and scale their delivery operations with confidence.

[live here ↗](#)

Services	Web Design Web App Design Information Architecture Dashboard Design Marketing Design
Industries	Transport and logistics eCommerce On-Demand Services B2B Services
Challenges	- Design a web platform that was both a compelling marketing tool for attracting new businesses and a highly functional, data-rich dashboard for managing complex delivery networks. - The platform had to convert visitors into customers and empower those customers to manage their business with absolute control.
My role	- Researched the target audiences and narrowed down new user personas - Created a web application tailored for a desktop workflow, allowing users to book, track, and manage deliveries from a single, intuitive interface. - Developed the brand model that would allow to engage all levels of users, regardless of their professional skills - Designed the Spatch logo mark towards a more modern look - Created a visual system that could flexibly accommodate combinations of graphic assets created with Spatch, and standardize layout for marketing use

Results	- Merchants reported a marked improvement increased engagement by +7.5% on their customer rating - Increased installs from the website by 18%+ after the launch
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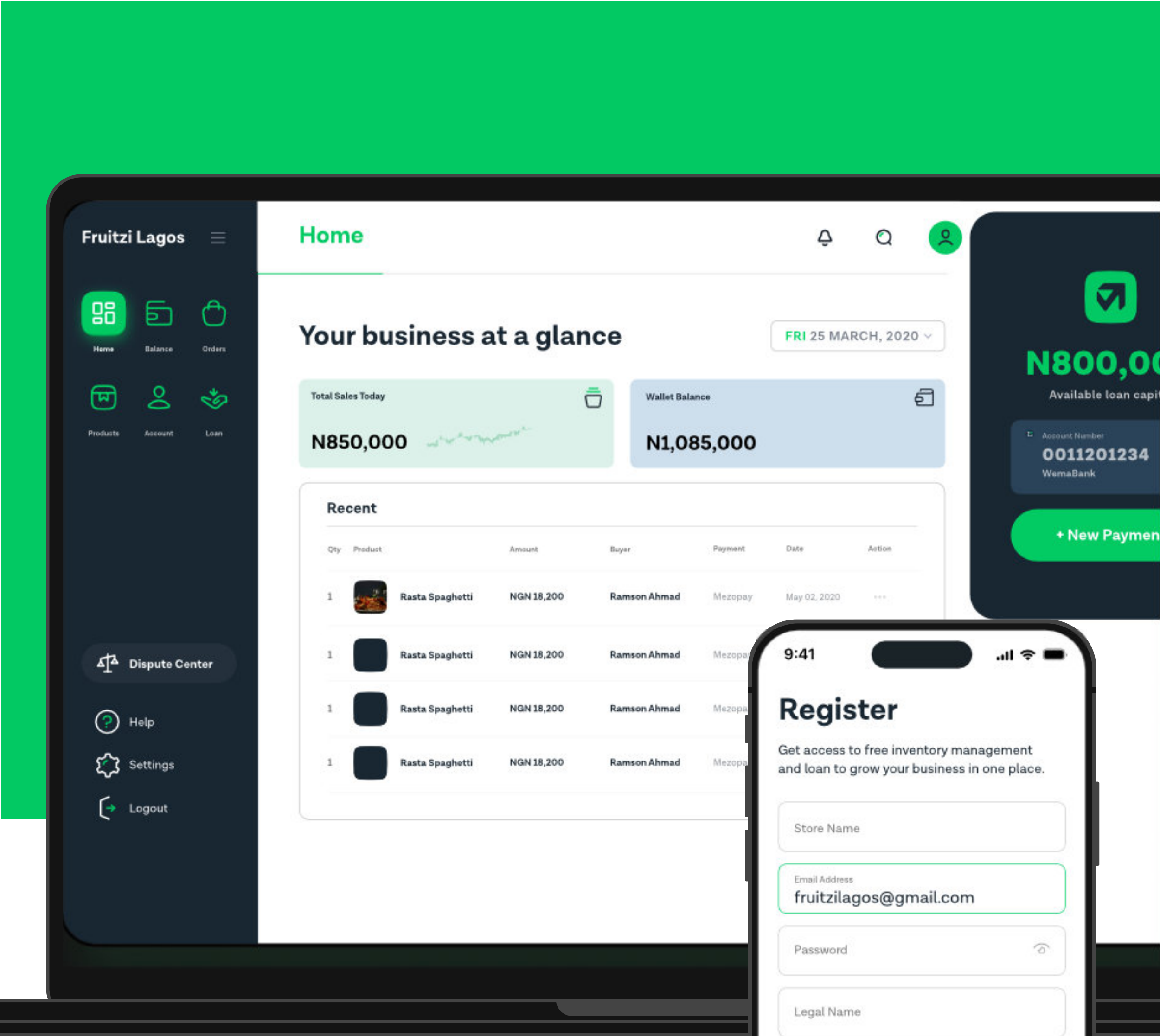


Mezovest

Mezovest is technology solutions that’s helping small business access loan to grow their business. This project involves designing a business management tools for vendors, and a touchpoint for their customers for seamless business overview, while providing an admin dashboard for both internal team and the investors to allow them see the business operation and offer loan.

[mezovest.com ↗](#)
[see case ↗](#)

Services	Web Design Web App Design Information Architecture Dashboard Design Marketing Design
Industries	Transport and logistics eCommerce On-Demand Services B2B Services
Challenges	- Design a web platform that was both a compelling marketing tool for attracting new businesses and a highly functional, data-rich dashboard for managing complex delivery networks. - The platform had to convert visitors into customers and empower those customers to manage their business with absolute control.
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Desktop App Design

brand design

few selected brand design work

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ismailahmad.com



Ismail Ahmad

Cadana

A bold and unique brand identity for a modern financial services platform, designed to build trust and stand out in a competitive market. The world's largest payroll platforms and talent marketplaces now uses Cadana's APIs to build compliant hiring products in Africa, Asia, and Latin America.

cadanapay.com
[see case](#)

Services	Branding Logo Design Identity Design Illustration App Design Direction Design Maintenance
Industries	Fintech, Financial Services HR & Recruitment SaaS
Challenges	• In a sea of sameness within the fintech industry, the challenge was to create a brand identity that was uniquely Cadana's own. • Aligning the founders' distinct visions for the logo and color direction and creating a bold, non-generic look and feel. • Creating a strong enough identity that stands out, assuring potential customers that Cadana is both trustworthy and friendly to use.
My role	• Designed the brand identity, including a unique logo and color palette, facilitating a process to align the founders' vision. • Conceived the initial interface design direction for the app, ensuring the new, bold branding was consistently applied from the very first user touchpoint. • Developed social media branding, print materials for events and campaigns, translating the design into the physical world. • Provided ongoing design support and brand maintenance, helping the dynamic identity to evolve without breaking its foundation.
Results	• Trusted by 2,000+ business globally • In the sea of sameness, the brand stood out with its logo • Dynamism, identity has since evolved without breaking existing direction



Cadana Assets



Biscons

A timeless brand identity for an insurance brokerage, designed to appeal to both youth and elderly audiences with a symbol of trust.

Services	Branding Identity Design Logo Design Brand Strategy
Industries	Insurance, Financial Services Professional Services
Challenges	• The challenge was to create a timeless brand identity for Biscons that would resonate equally with young people and the elderly at a single glance. • I needed to distill the core promise of insurance security and peace of mind into a simple, memorable symbol that felt both modern and enduringly reliable.
My role	• Idea clarification workshop to pinpoint the brand's core values and define a visual strategy that would tell the story. • Designed a clever and timeless logo that combines the letter 'B' with a checkmark, creating an intuitive and powerful symbol that instantly communicates "insured" and "approved." • Developed a complete brand identity system with a vibrant color palette and typography, ensuring the brand feels stable, trustworthy, and approachable to all audiences.

Results	• The logo effectively communicates the company's promise. • The overall identity design has proven successful in appealing to a wide demographic, helping Biscons build credibility. • The unique 'B' symbol has become a memorable mark of trust and reliability, helping the brokerage stand out.
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FOMA

A unique brand identity and illustration style for FoMA, an educational platform focused on the future of digital money in Africa.

Services	Brand Identity Logo Design Brand Strategy Art Direction
Industries	Fintech Education Cryptocurrency & Blockchain Social Good
Challenges	• Money is a complex and often intimidating subject. The challenge was to create a brand identity for FoMA that could demystify this topic for a broad African audience. • Design a brand that felt accessible, trustworthy, and engaging, moving away from cold, corporate fintech aesthetics.
My role	• Designed a brand identity system to make the topic of digital money feel approachable and optimistic, including a modern logo, and a vibrant color palette. • Established a flexible design framework that allows the brand and its illustration style to evolve, ensuring FoMA can remain a relevant and engaging resource over time. • Delivered a cohesive set of brand guidelines to ensure a consistent and impactful presence across all of FoMA's channels.
Results	• The design and illustration style were successfully launched, helping FoMA establish itself as a trusted, go-to resource for digital finance. • The personality-driven illustrations proved highly effective in making complex topics understandable and shareable.



Salarify

A unique and modern brand identity for a payroll platform designed to digitize HR and facilitate frictionless money conversations between employers and employees.

Services	Branding Identity Design Logo Design Brand Strategy
Industries	Fintech, HR & Recruitment, SaaS, B2B Services
Challenges	To create a brand identity for Salarify that would break the mold of payroll seen as complex and impersonal. I worked with the Founder to create a unique, modern, and attractive identity.
My role	- Translate the core vision of the company into a tangible and compelling brand strategy and identity. - Designed a modern brand identity, including a memorable logo, a fresh color palette, and a clear typographic system that depict technology and a human touch. - Developed a comprehensive set of brand guidelines to ensure the new identity would be applied consistently across platforms as the company grows. - Created a suite of key brand assets and application mockups, providing a clear and exciting vision of how the Salarify.
Results	- The new, attractive brand identity was instrumental in Salarify's successful launch. - The unique and modern branding helped the platform quickly differentiate itself in the competitive HR tech landscape, attracting its first B2B clients.



Brass

A simple, memorable, and asymmetrical brand identity for a business banking platform, designed to reflect innovation, support, and boldness.

trybrass.com

Services	Brand Identity Logo Design Brand Strategy Art Direction
Industries	Fintech, Business Banking, SaaS, B2B Services
Challenges	• Designing an identity for Brass that would visually embody its core values of innovation, support, and boldness. • Aligning with the founder's vision, to design a logo that defied convention, it needed to be simple, memorable, and distinctly asymmetrical.
My role	• Engaged in a deeply collaborative and iterative process directly with the founder, and their team lead designer ensuring the final design was a true reflection of the company's vision. • Created a unique, asymmetrical symbol that captures what Brass stands for, moving beyond traditional financial logo. • Developed a comprehensive brand identity system around the new logo, defining a bold color palette, modern typography, and clear usage guidelines to create consistency.
Results	• Set a direction for the company identity direction, company's successful fundraising rounds • Later acquired by two of the biggest financial company in Nigeria

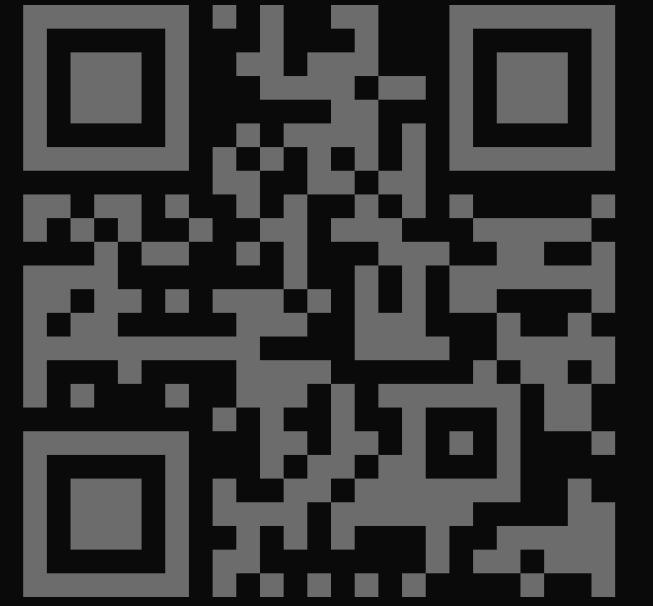


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