

Chidera Nwanyemike

Brand & Experience designer

[Instagram](#) | [X](#) | [Linkedin](#)



about

I work at the intersection of brand, product, and experience, helping startups move from early-stage ideas to structured market presence.

With 7+ years of experience across Africa, Europe, and the United States, I design positioning, communication systems, and customer experience frameworks that drive organic growth, trust, and adoption. Currently, I lead experience and strategy across ventures including Encirco and Socket, focused on building infrastructure-level products that help businesses start, run, and scale.

work experience

Domkaspot Inc.

October 2025 - Warsaw, Poland



Brand Designer

I helped define Domkaspot's brand identity and overall design system, basically shaping how the platform looks, feels, and communicates. From the app interface to campaigns, partnerships, and even our events, I made sure everything stayed aligned and consistent.

Bettercase

December 2025 - London UK



Brand Designer

Defined the brand identity and communication system for a the legal-tech platform. Built the foundation for how the product presents itself across UI, marketing, and partnerships, ensuring a clear, structured, and professional experience for law firms.

Encirco

July 2023 - Lagos, Nigeria



Brand & Experience Designer

Led Encirco's brand and experience architecture, building the positioning, identity, and communication systems that shaped how the company is perceived across product, marketing, and customer touchpoints.

Homified

December 2025 - Lagos, Nigeria



Head of Brand & Communications

Led brand and communications at Homified, where I drove a full brand refresh and communication revamp to reposition the company as a logistics-first food delivery platform.

Salesunit

January 2022 - Delta, Nigeria



Brand & Product designer

Supported product development by contributing to product design direction, while leading brand design and strategy to shape the company's identity, positioning, and communication across digital platforms.

2023-2025

London Business School/ University of London

Brand Strategy: Aligning Business,
Brand and Behaviour.

skills

APPLIED SKILLS

Brand design, Brand strategy
Product design, Motion design,
Visual identity systems,
Product positioning,
Customer experience design,
Communication design,
Creative direction,
Experience strategy.