

Clinton Feyisitan

Brand, Product and Web Designer

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PORTFOLIO
BRAND / PRODUCT /
WEB

5+

years across disciplines

Brand

identity and campaigns

Product

UX systems and UI

Web

build, QA and handoff

PROFESSIONAL PROFILE

Brand, product and web designer with 5+ years of experience turning ambiguous briefs into identity systems, responsive products and live websites. Combines art direction, UX thinking and front-end fluency, so ideas stay coherent from first concept through implementation. Comfortable presenting to founders, collaborating with developers and documenting decisions for clean handover.

CORE SKILLS

Brand and graphic design: Brand strategy, visual identity, art direction, typography, colour, layout, guidelines, print production, campaigns, social and presentations.

Web and product design: Information architecture, responsive UX/UI, wireframes, prototypes, design systems, UX copy, accessibility, conversion and design QA.

Motion and production: Campaign systems, short-form motion, image editing, print and digital production, stakeholder review, handover and launch support.

Tools and build: Figma, Adobe Illustrator, InDesign, Photoshop, After Effects, Framer, WordPress, HTML, CSS, JavaScript and Next.js.

PROFESSIONAL EXPERIENCE

Procome Europe | IT Systems Consultant, contract

[September 2024 to present](#) | UK

- Deliver contract IT services across network setup, systems integration and cybersecurity enhancements.
- Translate operational requirements into practical technical work, completing focused infrastructure improvements for the client.

fewertoolstudio | Founder and Lead Designer, independent studio

[2024 to present](#) | UK

- Lead brand, website, campaign and digital product engagements across technology, hospitality, property, education and entertainment, from discovery and scoping through launch and handover.
- Translate positioning and audience needs into identity systems, responsive journeys and reusable assets across web, product, presentations, print, social and motion.
- Own information architecture, UX copy, wireframes, interface design, prototypes and design QA, then stay close to implementation in Framer, WordPress, Next.js and front-end code.
- Present rationale directly to founders and stakeholders, manage feedback and priorities, document decisions and keep concurrent projects moving against agreed timelines.
- Built and maintain FewerTools, a live research product tracking 1,600+ AI tools and publishing 670+ editorial verdicts, using it to test information architecture, content systems and front-end delivery.

Techvibes International Ltd | Web Designer and Developer

[March 2019 to September 2021](#) | Abuja, Nigeria

- Designed bespoke websites from brief through launch, translating business goals and technical requirements into clear content structures and responsive user journeys.
- Produced accessible interfaces and front-end work in HTML, CSS and JavaScript while maintaining visual quality across breakpoints.
- Worked directly with clients through scoping, review and delivery, explaining trade-offs clearly and aligning expectations with implementation.

Career note: Completed an MA in Digital Marketing in 2022 and developed the independent practice that became fewertoolstudio in 2024.

SELECTED PROJECT EVIDENCE

After Six | [Self-initiated place identity, 2026](#)

Built an authored identity for Milton Keynes after dark, including naming, visual system, voice, public-realm applications and a responsive case-study experience.

FewerTools | [Live product, editorial system and front-end, 2025 to present](#)

Designed and built the information architecture, UX copy, responsive interface and publishing system. The product now tracks 1,600+ AI tools and includes 670+ editorial verdicts.

Palton Morgan Group | [Client website, information architecture and build, 2025](#)

Clarified how several property companies relate, then designed and shipped a responsive group website around trust, findability and clear next steps. Led structure, interface, implementation and QA.

Reggae Land x POKA | [Official event campaign, 2026](#)

Created one recognisable visual language across three nights and delivered A5 print, feed and story formats, refining hierarchy, talent focus, colour and pacing through more than 90 working files.

TILT | [Self-initiated illustration system and interactive web series, 2026](#)

Turned a personal nickname into a reusable big-head character universe exploring ambition, distraction and Nigerian identity across wallpapers, posters and web experiences.

EDUCATION

MA Digital Marketing | University of Portsmouth | 2022

MSc Creative Technology | Middlesex University | 2018

BSc (Hons) Computer Science, Upper Second Class | Middlesex University | 2017

WORKING STYLE

- Shows work early, explains trade-offs clearly and records decisions so feedback becomes usable.
- Builds responsive rules and components before polishing isolated screens.
- Works across founders, developers, content and marketing without losing the original idea.
- Balances visual ambition with accessibility, production detail and commercial use.

AVAILABILITY AND WORK AUTHORISATION

Available immediately for UK remote and hybrid roles. Permanent employment requires Skilled Worker sponsorship. Freelance and contract engagements are also available.

LINKS

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