

# Chanelle Abankwah

## Product Designer

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Product designer with 3+ years of experience blending product thinking, UX, creativity, and visual craft to create intuitive digital experiences across web and mobile. Strong in end-to-end design, from research and strategy to prototyping and high-fidelity execution, with a focus on solving complex problems through thoughtful, user-centered design.

### Owambe Lead Product Designer

Oct 23' - Nov 25'

#### Social planning platform (mobile/web + community activations)

**Led end-to-end design across product and brand**, taking Owambe from early concept to MVP with clear user flows, polished UI, and consistent visual execution. **Built and owned the visual identity** system, evolving the brand from a corporate look to a consumer-friendly B2C style across app, social, marketing, and event touchpoints. **Designed key MVP surfaces (onboarding + core flows) and created reusable UI components in Figma**, using **AI tool Claude** to **accelerate ideation, explore solutions, and iterate on product concepts**. Produced sponsor + event creative including social media assets, templates, and launch/event graphics—ensuring each activation felt on-brand and campaign-ready. **Designed partner-facing graphics and event materials for community installations** featuring sponsors such as Arc'teryx, Sport Chek, and Chick-fil-A. Supported a product pivot by **refreshing brand visuals and updating** creative foundations to match the new direction.

### RealOnes Product Designer

Jul 23' / May-Aug 24'

#### Global community mobile platform focused on connection and awareness.

**Led a redesign** across IA, navigation, and key feature flows to improve clarity, usability, and overall engagement. Improved usability by simplifying journeys, **refining layout hierarchy, and aligning screens to real user goals**. Supported **platform growth from 177 → 1,434 users and 62 → 308 business accounts** within a 6 month period by improving onboarding and strengthening value communication. Collaborated on testing/iteration that increased daily active sessions 50% through data-backed refinements. **Built a design system and component library to unify the experience and streamline developer handoff**, using ChatGPT to accelerate research synthesis, ideation, and design iteration.

### Rise In STEM Digital Designer & Events Coordinator

Oct 21' – Jun 23'

#### Youth nonprofit empowering students through programs, events, and STEM campaigns

Led program coordination and designed digital content to grow awareness, engagement, and participation across events and social platforms. Produced the organization's **first “Next Up” event, bringing in 60+ attendees** and strengthening community partnerships. **Designed and launched the #RiseInWellness** campaign, increasing engagement 35% and growing the community to 1,000+ followers. **Created reusable brand templates and event assets** to keep visuals consistent across social, presentations, and promotional materials. Streamlined event operations by improving workflows, communications, and tracking—**making future campaigns easier to repeat and scale**.

### The Body Form Web Designer + Brand Strategist

Apr 22' – Nov 22', Oct 25'

#### Women's wellness/shapewear brand with e-commerce + digital marketing focus.

**Designed and launched a Shopify e-commerce site**, improving product visibility and supporting growth in site traffic through stronger layout and SEO-friendly structure. Developed a brand identity system + style guide to **improve consistency across web and marketing touch points**. Improved UX performance with responsive templates and HTML/CSS updates, reducing bounce rate 18% and improving usability/site speed. **Used Shopify analytics to track behaviour and inform improvements** to product pages, merchandising, and content hierarchy. Partnered with marketing/content to align campaigns with site experience, supporting a 15% lift in returning customers.

### Freelance Product Designer

Product/Web/Digital  
21'-Present

#### Multiple Industries

**Created brand-led digital experiences across web, product UI, and campaign content**—balancing strategy, speed, and craft. Developed 0→1 design systems and landing pages, **plus promotional assets for launches, events, and social campaigns**. Delivered reusable templates and guidelines to help clients scale content while staying on-brand.  
**Selected clients:** Adriana Elcena • Michael London • JupiterHR • Elle-Amie • J&I Beauty • Ajamjo

### Capabilities

UX/UI Design • Visual Design • Coding • Web Design • AI Prompt Engineering • (Webflow/Squarespace/Shopify) • Design Systems Campaign + Social Design • Event/Experience Design • User Research + Usability Testing • Stakeholder Collaboration • Analytics-informed Iteration

### Tools

Figma • AI Systems • Claude • ChatGPT • Adobe Creative Suite • Webflow • Squarespace • Shopify • WordPress • Canva • Asana • Google Workspace • Microsoft Office • HTML/CSS • CRM Tools • Jira • Slack

### Education

Bachelor of Fine Arts (BFA), RTA New Media  
Toronto Metropolitan University | 2019 – 2023  
BrainStation  
Web Development | 2024