Henry Apata

Product Designer – Building interfaces that work

Lagos, Nigeria   •   adebanji.apata@gmail.com   •   henryapata.netlify.app

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EXPERIENCE

Trainest
Dec 2019 – Present

Lead Product Designer (formerly Senior Product Designer)

Led end-to-end product design for a two-sided personal training platform – an iOS app for clients and a web dashboard for trainers – designing both sides simultaneously as one connected system.

- Secured over 3,000 early adopters within two months of launch through the Nutrition and Progress Tracker – one of the first major features shipped on the platform
- Reframed the core product experience from feature-based navigation to a single daily checklist ("Today's Plan") – collapsing four siloed tabs into one unified view that tells users exactly what to do, driving a 4.5★ App Store rating across 74 reviews
- Designed the full trainer web dashboard and client iOS app in parallel, ensuring every trainer action (program delivery, check-in review, nutrition assignment) surfaced correctly on the client side – every wireframe session was also a systems architecture conversation
- Built and deployed a comprehensive design system in Figma that accelerated time-to-market and maintained visual and interaction consistency across both platforms
- Navigated real business constraints – with one month of runway remaining, made strategic tradeoffs to focus the MVP on one hypothesis: simplify the daily experience to a checklist with a score. Deferred social features, ML-driven plans, and advanced analytics. The constraint produced a better product
- Improved trainer productivity by 65% through the redesigned dashboard – coaches manage more clients with significantly less administrative overhead
- Prototyped key interactions in code (checklist animations, photo card transitions, Action Score state changes) to give developers a working reference, not just a Figma spec
- Mentored junior designers and optimised design processes to align with the company's expanding business goals

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Inevifit
Aug 2019 – Present

Lead Digital Designer

Led design across the full Shopify storefront and multi-channel marketing for a US-based fitness and nutrition brand, covering everything from product pages to Amazon marketplace and paid ad campaigns.

- Executed a full Shopify store redesign – art direction, product pages, landing pages, and visual system – informed by market and user research to improve engagement and navigation
- Created 3D product renders in Blender3D and Adobe Dimension for the entire marketplace catalog, solving a real production constraint: no physical products available for photography and no budget for product shoots

- Designed and shipped high-volume marketing campaign materials across paid channels – Facebook, Google Ads, Amazon marketplace, and more – maintaining visual consistency and brand quality at scale

Spotta
May 2025 – Present

Product Designer & Co-founder

Co-founded neighborhood insights platform helping Nigerians make informed relocation decisions through community reviews.

- Designed review system architecture, community features, and incentive mechanisms
- Built complete product from ground up including frontend (Next.js) and backend (Supabase)
- Led brand development and go-to-market strategy for Nigerian urban market

Future Wox
Jan 2019 – Nov 2019

Senior UI/UX Designer

Crafted visual identity and interactive digital experiences for top pharmaceutical brands including Sanofi, BioMérieux, Merck, and Novartis.

- Led design strategy from wireframing to developing systems for interactive exhibit experiences
- Mentored junior designers while managing concurrent projects across multiple global brand accounts

Astract9 Designs
Nov 2017 – Dec 2018

Junior Designer → Senior UI/UX Designer

Shaped user-centric digital solutions for enterprise clients including Visa and NIPOST, promoted from junior designer to senior role within three months.

- Redesigned GrandOak's website to improve conversion rates and lead generation through strategic design decisions
- Led Astract9's rebranding, developing a cohesive identity that strengthened brand recognition
- Crafted NIPOST's onboarding materials, improving customer satisfaction and retention

CORE SKILLS

Product Design (Web & Mobile)	Design Systems	Prototyping & Motion Design
User Research & Testing	AI Product Design	Frontend Development (React)
Cross-functional Collaboration	Brand & Visual Identity	

TOOLS & TECHNOLOGIES

Figma, Framer, Miro	React, Next.js, TypeScript	Tailwind CSS, Supabase
Blender3D, Claude, Cursor, ChatGPT, Midjourney, Google Labs		

SELECTED PROJECTS

Trainest

Personal training platform connecting clients with certified fitness trainers – shipped to the App Store

Spotta

Neighborhood insights platform helping Nigerians make informed relocation decisions through community-driven reviews

The Seed Protocol

Theological content platform with AI-powered semantic search across biblical texts – link coming soon

Plz Say Yes ♥

A Valentine's Day surprise built for my wife – a small, joyful thing that ships is still a shipped thing

EDUCATION

B.Sc Metallurgical & Materials Engineering

University of Lagos (UNILAG) • 2009 – 2014