

# Chidera Nwanyemike

Brand & Experience designer



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## 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.

## education

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.

## 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

Currently leading brand and communications at Homified, where I’m driving 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

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