

AMANDA NAMENYI

Senior & Founding Product Designer

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📄 <https://amanda-namenyi.com/>

🌐 London

Founding Product Designer with **9 years of experience, 5 in product.**

MSc Computing + graphic design background — technical enough to work deep with engineering, opinionated enough to push back on it.

I've led teams, built design systems from scratch, and shipped products where I was the only designer in the room.

WORK EXPERIENCE

Co-founder, Founding designer: Cobalt & Twyn.io Apr 2025- Present

- Co-founded a creative agency delivering branding, digital and film/content production for clients
- Designing and my own iOS app called Twyn, an AI habit tracking app — currently in development, with a growing waitlist

Founding Product Designer: Hyper Mar 2024-Present

- Collaborated with engineering to define technical constraints early, reducing design-to-development handoff time by 50% and shipping a whole app redesign in 4 weeks.
- Identified broken invite loop through user interviews — restructured social mechanics and drove a 35% increase in retention and 12% growth in D2 friend connections - user base grew from 10k → 100k
- Led design 0→1 end-to-end across 6 engineers and 3 product members, owning everything from flows and IA to final outcome

Lead Product Designer: Hector Network Mar 2022- Feb 2024

- Directed a team of 4 designers to design 4 Web3 platforms from 0→1: a DEX, NFT marketplace, launchpad and marketing site
- Built and maintained design systems used across all four products.
- Partnered with engineering and product to define platform vision & design systems for shipping

Head Of Design: Division6ix Feb 2021- Feb 2022

- Implemented ongoing tracking metrics to measure the success of each visual campaign.
- Hired and managed a team of 4 junior designers.
- Conceptualised and created 3 billboard campaigns, reaching 150k audience

Graphic Designer

- Created various forms of content (graphic, motion, 3D,) for socials and website needs.

Product/Graphic Designer: Freelance 2016-2025

- Delivered branding, print and digital design across 50+ clients and industries over 9 years - projects featured in Selfridges, London and Canary Wharf, London

EDUCATION

MSc Computing and Creative Industry

University of the Arts London

BA(Hons) Graphic Design and Communication

University of West London

I USE:

- Atlassian Suite (Confluence JIRA)
- Adobe Creative Suite (PS, AI, ID, AE)
- Figma
- Github, VScode, Claude code, Xcode