

TOBI ASHIRU

BRAND DESIGNER

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 Pittsburgh, PA

PROFILE

Brand and product designer bringing together visual identity, digital experiences, and physical touchpoints. Founder of a jewelry brand, leading creative direction across its identity, website, campaign photography, packaging, and products from concept through production.

Currently a Product & Brand Designer at Duolingo, translating an established brand into engaging product experiences, and merchandise. I work across disciplines to bring ideas to life and keep every touchpoint feeling connected.

EDUCATION

ROCHESTER INSTITUTE OF TECHNOLOGY

Bachelor of Fine Arts Degree
2020 - 2025

KEY COMPETENCIES

- FIGMA
 - ADOBE SUITE
 - FUSION 360
 - CREATIVE STRATEGY
 - PROBLEM SOLVING
 - ART DIRECTION
 - LAYOUT AND COMPOSITION
 - CONCEPT DEVELOPMENT
 - VISUAL STORYTELLING
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LANGUAGES

- English
- Yoruba

WORK EXPERIENCE

PRODUCT DESIGNER

DUOLINGO

May 2025 - Present

A Product Designer in Duolingo's Core Language Learning area, designing experiences that help people learn and keep them motivated along the way. My work spans Flashcards, Practice Hub, Stories, and Unit Check-Ins.

I collaborate with product managers, learning and curriculum designers, illustrators, animators, and engineers to turn learning goals into experiences that feel intuitive, engaging, and fun.

PRODUCT DESIGN INTERN x2

DUOLINGO

May 2024 - August 2024

June 2023 - August 2023

Spent two summers as a design intern at Duolingo, starting with the Thrive Design Internship program. For a concept project exploring the prompt "hands-free," another intern and I designed a hands-free, one-on-one lesson challenge that learners could play with friends.

During my second internship, I joined the Retention team within Growth and shipped several projects, including:

- An "Add a Friend" flow for the newly launched Friends Streak
- A lightweight XP Boost animation optimized for slower devices

META PRODUCT DESIGN INTERN

META

June 2022 - August 2022

Joined Facebook's Design Systems team as a Meta University Design Intern. The project focused on bringing visual consistency to the standalone Messenger app and Facebook's built-in messaging experience, which looked quite different at the time.