

TOBI ASHIRU

BRAND DESIGNER

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PROFILE

I'm currently a Product Designer at Duolingo, and creating the identity for my own brand, Artobi, has drawn me toward brand design. I enjoy developing a visual direction and carrying it through the details that make a brand recognizable.

At Duolingo, I design within an established identity, finding ways to introduce new ideas while keeping the work recognizably Duolingo. That experience has shaped how I approach branding: understanding the audience, making deliberate visual choices, and working with others to carry a direction through to the finished work.

EDUCATION

ROCHESTER INSTITUTE OF TECHNOLOGY

Bachelor of Fine Arts Degree
2020 - 2025

GWC HIGH SCHOOL OF ENGINEERING AND SCIENCE

High School
2016 - 2020

SKILLS

- 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

I'm a Product Designer on Duolingo's Core Language Learning area, where I focus on designing the experiences that help people learn and stay motivated. I work across different parts of the learning experience, including Flashcards, Practice Hub, Stories, and Unit check-ins.

I work closely with product managers, learning and curriculum designers, illustrators, animators, and engineers to turn the act of learning a language into experiences that feel intuitive, engaging, and, most importantly, fun.

PRODUCT DESIGN INTERN x2 DUOLINGO

May 2024 - August 2024

June 2023 - August 2023

I spent two summers as a design intern at Duolingo. My first was through the Thrive Design Internship program, where I partnered with another intern on a concept project exploring the prompt "hands-free." Together, we designed a hands-free, one-on-one lesson challenge that learners could play with their friends.

For my second internship, I was embedded on the Retention team within Growth, where I worked on multiple projects that shipped in the app:

- Designed an "Add a Friend" flow for the newly launched Friends Streak
- Created a lightweight XP Boost animation optimized for slower devices

META-U PRODUCT DESIGN INTERN META

June 2022 - August 2022

I was a Meta University Design Intern embedded on the Facebook Design Systems team. My project focused on unifying the standalone Messenger app UI with Facebook's built-in messaging experience, which looked quite different at the time.