

STRATEGY / STEWARDSHIP / DESIGN

Lauretta Akinlowo

Digital Strategy & Website Management

Product Design & UX

CONTACT

Lagos, Nigeria

akinlowolauretta@gmail.com

+234 814 288 0468

akinlowolauretta.com

LinkedIn / Lauretta Akinlowo

CORE EXPERTISE

Digital strategy

Domain & website management

UX & information architecture

Responsive website design

Wireframing & prototyping

Design documentation

Stakeholder communication

DESIGN & TECHNICAL TRAINING

Front End Development
TS Academy / May - Aug 2026

UI/UX Design
Perxels / Feb - May 2025

EDUCATION

Bachelor of Nursing Science

Ladoke Akintola University of Technology

2015 - 2021

PROFILE

Digital strategist connecting business priorities with clear, useful digital experiences. My work spans domain and website stewardship, website design and product UX. A nursing background informs my approach to trust, clarity and care.

PROFESSIONAL EXPERIENCE

Digital and Website Strategist Consultant

BlackHouse Media Limited | Jul 2026 - Present

- Manage domains and existing websites as a digital estate, connecting ongoing oversight with visitor-facing experience.
- Design NECLive 2026 and Africa Breakfast Convos 2026 website experiences, connecting event stories with practical user journeys.

Lead UI/UX Designer

Moeverse / Contract | Feb - Jun 2026

- Led the design of Movowen Nigeria's first website, defining information architecture, service hierarchy and enquiry pathways.
- Created responsive Figma wireframes, high-fidelity interfaces, prototypes and documentation for development handoff.

Executive Assistant & Design Support

Moeverse / Contract | Sep 2025 - Feb 2026

- Supported executive scheduling, communications and cross-functional coordination alongside early UI concepts and design documentation.

Product Design Intern

Enoverlab | Jul - Dec 2025

- Co-designed PillPinger flows and interfaces, translating research insights and critique into accessible interactions.

Selected work.

Website delivery, product thinking and the experience behind the work.

HEALTHCARE FOUNDATION

Registered Nurse / NYSC

Iwaya Primary Health Centre
May - Dec 2025

Community immunisation, family planning counselling, health education and public-health records.

Registered Nurse

Real Care Hospital
Aug 2024 - Feb 2025

Medical and surgical care, patient education, care planning and infection-prevention practices.

Registered Nurse

Federal Medical Centre, Ebute-Metta
Feb 2023 - Feb 2024

General and critical care, dialysis support, patient monitoring and clinical documentation.

PROFESSIONAL REGISTRATION

Registered Nurse / Texas
Texas Board of Nursing
Active

Registered Nurse / Nigeria

Registered Public Health Nurse / Nigeria

NECLive 2026

Website design and visitor experience for the Nigerian Entertainment Conference. Campaign graphics were created by a graphic designer.

VIEW CASE STUDY

Africa Breakfast Convos 2026

Website design for the New York gathering, connecting event context, contributors and highlights beyond event day.

VIEW CASE STUDY

TOKAN Foundation

Complete WordPress redesign, clarifying the foundation’s mission, programmes and routes to support.

VIEW CASE STUDY

Akin Wellness Center

Designed and developed a certified yoga teacher’s portfolio website, connecting the practice, its offerings and booking enquiries.

VIEW CASE STUDY

Kholo / Fintech capstone concept

Lead Product Designer on a six-week savings and budgeting concept. Designed budgeting tools, savings tracking and goal visualisations.

VIEW CASE STUDY

PillPinger / Healthcare design sprint

Co-designed a medication-management concept for older users and healthcare professionals, focusing on UX architecture and accessibility.

VIEW CASE STUDY