

Ada Onyiuke

Senior Designer | Brand Systems | Visual Strategy

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in Ada Onyiuke

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SUMMARY

Senior Designer with experience building brand systems, marketing communications, and visual strategy for the quantum computing industry. Most recently at Strangeworks, I helped translate complex technical ideas into clear brand, product, event, investor, and public-facing communications for global audiences.

SKILLS

⁽¹⁾ Brand Design & Identity, ⁽²⁾ Design Systems, ⁽³⁾ Visual Communication Design, ⁽⁴⁾ Web & Product Design, ⁽⁵⁾ Creative Direction, ⁽⁶⁾ Strategic Storytelling

TOOLS

⁽¹⁾ Figma, ⁽²⁾ Adobe Creative Suite: Illustrator, Photoshop, InDesign, After Effects, ⁽³⁾ Framer, ⁽⁴⁾ Claude Code, ⁽⁵⁾ Github, ⁽⁶⁾ Vercel, ⁽⁷⁾ Workspaces: Google, iWork, Microsoft

EDUCATION

B.A Strategic Public Communication and Public Relations
Rutgers University – New Brunswick, 2020

EXPERIENCE

Strangeworks - Austin, TX (Remote)
Senior Designer | Aug 2022 – May 2026

Brand & Systems Leadership

- Owned the evolution of the Strangeworks brand identity, establishing a scalable design system used across product, marketing, engineering, and executive touchpoints.
- Built comprehensive presentation, report, and document template libraries (PowerPoint, Keynote, Google Docs, InDesign), improving internal efficiency and brand consistency company-wide.
- Led internal design workshops to train global teams on using brand systems and libraries.

Product-Adjacent Design

- Designed UI layouts and visual frameworks for the Strangeworks admin interface, workflows dashboard, and internal tools, collaborating directly with product and engineering teams.
- Developed an icon library and visual guidelines contributing to early design foundations of the Strangeworks platform.

Marketing, Events & Campaign Execution

- Designed benchmark layouts that informed the current Strangeworks website and guided development direction.
- Created visual assets for global conferences (US, Europe, UAE, Japan, India), including signage, banners, videos, table displays, brochures, and ad placements.
- Designed benchmark layouts that informed the current Strangeworks website and guided development direction.

Strangeworks - Austin, TX (Remote)

Marketing, Events & Campaign Execution

- Managed print and logistics for international events, ensuring timely production and quality across multiple continents.
- Designed and launched marketing microsites on Framer, including the Strangeworks Launchpad site projects.

Cross-Functional Impact & Strategic Work

- Collaborated on investor pitch decks and strategic presentations directly with company leadership.
- Contributed design and visuals for Fortune 500 client projects.
- Participated in cross-department planning meetings to support product strategy, messaging alignment, and company-wide initiatives.

Notable Publications & Recognition

- Credited designer for Quantum Computing for Dummies – created the cover design, diagrams, illustrations, and internal graphics used throughout the book.
- Featured in TechCrunch for contributing to the first AI-generated keynote presentation at SXSW (2023).

Company Culture & Internal Brand

- Designed business cards, employee landing pages, and headshot direction for company-wide identity refresh.
 - Created custom swag, merchandise, and themed collectibles for company offsites.
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Freelance Experience

May 2020 – Present

Creative Director & Brand Designer

- Led brand identity, visual system, and web design projects for early-stage companies, events, and small businesses across food, culture, and lifestyle sectors.
- Delivered end-to-end creative solutions including brand strategy, visual identity, digital design, motion assets, and website builds (Squarespace, Framer, Claude code).
- Collaborated directly with founders and stakeholders to translate business goals into cohesive, scalable visual systems.

Selected Projects

- **Local Global** – Creative studio documenting African communities worldwide; led brand design, icon system, website design, and social media graphics.
- **Kingdom of Affection (KOA)** – Community-based cultural studio; developed full brand identity system including logo, typography, color palette, icon system, and social applications.
- **JASET** – Custom family crest system for a Nigerian wedding; designed multiple symbolic crest directions used across garments, merchandise, and event materials.
- **Soccal** – Travel and social planning app (MVP); served as Creative Director, building brand identity, brand system, and foundational UI framework and component library.