

TOBI ASHIRU

PRODUCT DESIGNER

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 Pittsburgh, PA

PROFILE

Product Designer at Duolingo, designing learning experiences that help people make progress and stay motivated. I turn learner needs and product goals into clear flows, interaction patterns, and high-fidelity prototypes, working closely with product, learning, engineering, and creative partners.

EDUCATION

ROCHESTER INSTITUTE OF TECHNOLOGY

Bachelor of Fine Arts Degree
2020 - 2025

SKILLS

- FIGMA
 - CLAUDE DESIGN
 - PROTOTYPING
 - INTERACTION DESIGN
 - USER FLOWS
 - DESIGN SYSTEMS
 - VISUAL DESIGN
 - CONCEPT DEVELOPMENT
 - ADOBE SUITE
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LANGUAGES

- English
- Yoruba

WORK EXPERIENCE

PRODUCT DESIGNER

DUOLINGO

May 2025 - Present

- Designed transliteration support for Japanese and Chinese across Tap Gap, Gap Fill, and Tap Complete, helping newer learners understand and complete exercises. The work contributed to +1.5K DAUs, +0.26% D1, +0.08% CURR, and +22K daily session starts.
- Owned the design for Image Describe, a speaking-first exercise that helps A2+ learners create original sentences and receive immediate feedback. The experiment is currently live in the French course.
- Designed and iterated on learning experiences across Flashcards, Practice Hub, Stories, and Unit Check-Ins, partnering with product managers, learning and curriculum designers, illustrators, animators, and engineers from early concept through handoff.

PRODUCT DESIGN INTERN x2

DUOLINGO

June 2023–August 2023 · May 2024–August 2024

- Designed a hands-free, one-on-one lesson challenge for the Thrive Design Internship program, translating an early concept into a learner flow and prototype.
- Shipped an Add a Friend flow for the newly launched Friends Streak, helping learners connect with friends inside the product.
- Designed a lightweight XP Boost animation for slower devices, balancing the intended moment of delight with technical constraints.

META PRODUCT DESIGN INTERN

META

June 2022 - August 2022

- Worked with Facebook's Design Systems team to bring greater visual consistency between Messenger and Facebook's built-in messaging experience.
- Applied shared patterns across two connected products, helping make the experience feel more cohesive for users.