

PAUL AJAYI

Product Engineer, design-led. I design, ship and run production software.

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SUMMARY

Product engineer with a design background who owns the whole loop: design, code, deployment, billing, support, and the fixes after launch. I run three live products on my own (ProjectLane, Crisp, Fantasy Music) and a studio, Blue Fantasy Studio, with clients in the US, the UK, Lithuania and Nigeria. I use AI as my engineering team, and I stay accountable for direction, review and what happens in production. I publish what broke and how long it took me to notice, with real dates. Previously Lead Product Designer at Temlio Communications. Looking for remote product, design and forward-deployed roles.

EXPERIENCE

Founder and Product Lead, ProjectLane

2026 to present

Live multi-tenant SaaS for construction SMEs in Nigeria | projectlane.online

- Sole product, design and engineering owner of a platform covering projects, tasks, vendors, vendor contracts and payments, a project wallet, expense approvals, team roles (including Quantity Surveyor and Bill of Quantities), Paystack billing and an in-app AI assistant.
- Migrated the product off Base44 onto my own stack (Vercel, Railway, Supabase) with zero downtime and no lost user data: 37 businesses, 115 tasks, 86 vendor contracts and 118 vendor payments moved, with every user emailed. 55 frontend files kept working through a compatibility shim.
- Audited my own codebase end to end and fixed about 155 findings, Critical to Low, including bugs that masked financial figures.
- Diagnosed production incidents from logs and the database, and fixed each one: signups that skipped onboarding for about 7 weeks, paid plans that never expired (two customers 12 to 16 days overdue, emailed the same day), three regressions in one day, and a stale service worker behind recurring "clear your cache" reports.
- Built a white-label version for a client with its own branding, approvals and vocabulary.

Founder, Fantasy Music

2026 to present

WhatsApp-native AI song generator | fantasymusic.com.ng

- A user messages a WhatsApp number in English, Nigerian Pidgin or Yoruba. Claude writes the lyrics, a music engine produces the track, and the song and a shareable card come back in the chat. First song free, then naira credits through Paystack.
- Split into a webhook API and a separate generation worker so a slow song never times out a webhook. Credits sit in an append-only ledger, spent when a job is queued and refunded exactly once if generation fails.
- Built voice cloning with a consent step (a sample plus a recorded phrase), and an opt-in public collection with automated and human review before anything is published.
- Ran a security audit and fixed two real problems: webhook signature checks that failed open, and row-level security that was off on all 10 tables.

Founder, Crisp

2026 to present

Mobile-first order manager for laundry and dry-cleaning shops | crisp.com.ng

- Order intake by voice or by hand, four-stage garment tracking, WhatsApp customer notifications, payment records, and staff and branches under one account. React PWA, Hono API, Supabase, in one monorepo.
- Chose phone number plus PIN sign-in over SMS codes because SMS cost and delivery were wrong for the market. Shops pay a monthly subscription through Paystack with a 14-day trial, kept separate from the shop's own customer payments.

Founder, Blue Fantasy Studio

2022 to present

Digital studio: websites, SaaS products and web apps | Lagos, working remotely with clients in the US, UK, Lithuania and Nigeria

- Delivered end to end for clients abroad: a luxury photo booth brand operating in the US and Nigeria (Aunty Ogay's Snapps), a UK events staffing company that operates in the UK and Nigeria (Elegant Events and Ushering), and a full redesign for a US community organisation, Brown Roof City (Ibadan Descendants Union Houston Chapter), built so its members can edit content without a developer.
- Audited a Lithuania-registered B2B e-commerce store (16 findings across checkout trust, shipping rules, performance and EU trader identity), fixed the critical issues, and was brought back for further work. Client feedback is below.
- Several clients came by referral from earlier ones, including Brown Roof City from the Abiola Iyiola project.
- Built internal tools: Blue Fantasy Minutes (Electron app, Whisper transcription, Claude-written meeting minutes), and cold-outreach automations with suppression and opt-out handling, after fixing real failures in them.
- Designed a commission-only business development partner program, with an application flow, pricing and a sales playbook.

"It was an absolute pleasure working with you. You are really, really good. No complaints from my end at all. You really did an amazing job. Thank you."

Client, Lithuania-registered e-commerce company, after the most recent project

Lead Product Designer, Temlio Communications

2024 to 2025

Product: Comlio, an omnichannel customer-engagement platform for SMEs

- Owned information architecture, wireframes, UI and the design system across five product areas: omnichannel inbox, ticketing and complaints, contacts, business phone system, and AI-assisted support.
- Designed the unified conversation workspace, so agents can switch between all-channel and single-channel views without losing customer context, and built the component library behind it.

Founder, Enjoy Games

2022 to present

Gaming-equipment rental business | Lagos

SELECTED PROJECTS

Ilé (concept, demo live). Nigerian property platform built around verified identities and escrow-protected payments: six role-based apps on one design system, with deliberately no build step. A demo with mock data, not a launched business.

Incident record. paulajayi.vercel.app documents bugs, how long each lived in production, and the fix, from my own project records.

SKILLS

Product and design: product design, UI and UX, design systems, information architecture, wireframing and prototyping, brand identity, Figma

AI: AI-assisted engineering with Claude Code, Anthropic API (lyric writing, moderation, tool-calling assistants), Whisper transcription, prompt design

Engineering: TypeScript, React, Vite, Next.js, Node.js, Express, Hono, Fastify, Supabase, PostgreSQL, row-level security, REST APIs, Playwright, Python

Operations: Vercel, Railway, GitHub, Paystack, WhatsApp Cloud API, Resend, Sentry, production debugging from logs and the database

EDUCATION

B.Tech, Information and Media Technology (major: Information Technology), Federal University of Technology, Minna

Portfolio and case studies: paulajayi.vercel.app | References available on request | Open to remote full-time and contract work