PushUp incorporation aims to use advanced creative expertise to build the next generation of magnetic brands, with a strong focus on simplicity.
We are Pushup Inc.

Pushup INC was founded in 2019 by Olamide Olagunju, our Design Lead, with a vision to collaborate and empower passionate people to build the future. The brand has made its mark in the industry and we are being recognized for our thoroughness, creativity and high impact on our client’s ventures. With our team of proficient, creative, and efficient millennials who are incessantly improving their skills in their field of expertise, PushUp Inc is on a steady rise. Attention to detail is critical to us as it ensures exceptional project delivery inline with our commitment to create value for our client.

Our integrated organizational system is designed to ensure high efficiency in our utilization of resources, and delivery on client’s promise.
Our Clients

We strongly believe that profit and principles are not mutually exclusive; they reinforce one another. And doing the right thing – by our people, our customers, our communities and our planet – is also the best thing for our business. We combine our technical and creative expertise to help companies explore the value of technology in growing their business. We are small enough to be simple and fast, but big enough to deliver your project in due time.

Flour Mill Nigeria
ThankUCash
Ones and Twos
Kiakia FX

BATOK
Oja Direct
Porkmoney
Matcha

Ticket Snipper
Vantage lifestyle
LandLagos
Girafit
expertise
Our Expertise

Through optimal design thinking we deliver not only create designs, but give our clients an experience; a promise that will always connect and remain relevant. We’re a team of creatives who are excited about unique ideas and help companies create amazing identity by crafting top-notch UI/UX.

We have been working on a variety of projects across different industries across disciplines, making our work exceptional, versatile and functional and meeting the unique needs of our clients.
Our capabilities cover the following areas:

**Brand Identity, Strategy & Art Direction**
- Identity + Positioning
- Visual Language + Art Direction
- Design Production + Execution
- Brand Messaging
- Brand Guidelines + Playbooks
- Naming & Verbal Identity
- Campaign Development

**UX/UI Design & Development**
- Experience Strategy
- eCommerce + Websites
- Digital Product + Services
- Design Systems + Style Guides
- iOS + Android Applications
- Interactive Prototyping & Optimization
- Full-Stack Development
- CMS Implementation

**Marketing Campaigns & Content Creation**
- Customer Experience
- Consumer Insights + Trends
- Omnichannel + D2C
- Product + Service Vision
- Go-To-Market Planning
- Copywriting
- Data Science + Analytics

**Video & Content Production**
- Motion and animation
- Commercials
- Video Ads
- Scriptwriting
- Content Strategy
- Creative Direction
- Data Visualisation
case study
Case Study 1

Flour Mill Nigeria

We helped Flour Mill Nigeria and all its subsidiaries to launch a better digital experience. These websites are built on an easy to manage, secure and scalable content management systems and we ensure brand consistency across all the sites.

fnpicl.com /nnfnpicl.com / eagleflourmills.com / apapabulk.com / bagco-ng.com
[Agro-Allied, Premium Edible Oil, Premium Cassava Products, Premier Feed Mills
Golden Agri Inputs Limited, Golden Sugar Company]
Case Study 2

BATOK

We created a design system and develop a new website that provides clarity and discoverability of BATOK services. We made the best use of BATOK’s brand colour, created a design system, the user interface for the website, a UX strategy, and developed the website on WordPress for easy management and update.

batokoffshore.com
Case Study 3

ThankUCash

We worked closely with their product design and development team - collaborating on their product (ThankUCash), helping to design interfaces, design languages, and interaction design patterns.

thankucash.com
Case Study 4

Oja Direct

We carefully crafted an indigenous Identity Combination of elements and the right mix of colour palette created an ingenious representation that is related to the brand name and promise.
Methodology

At Pushup, we adopt the collaborative approach, with expert from our design and development teams assigned to build your digital product. As a company, we believe in the importance of developing a great ideas and striking a balance between profitability and social conscience.

We build on our secure demo server and work closely with your project manager at all time to ensure synchronised effort to deliver optimus value. After approval, the final web application or digital product is deployed on your server by our team, who then share all required documentation with your team. We are also available to train your team on content management and other value added service upon request.
Quality Control Process

User Research
User research is essential because it is the starting point of the project. The team conducts a user experience research on the project background to learn about users, their behaviour, goals, motivations, needs and industry benchmarks. These ensure the designing of the best user experience for all stakeholders.

Design System
Designing a satisfying user experience involves meticulously planning of a seamless experience for the users and helping them find what they are looking for through an intuitive process. So the team creates a prototype that revolves around aesthetics, functionality and usability to give the user the best experience of the product and we also ensure consistency in buttons, icons, images and typography on desktops, tablets and mobile.

User Testing
Like user research, testing is a fundamental part of the project and a core part of the design process. The team tests to improve upon the original design and to see if the changes made during the ‘design’ phase stand up to scrutiny. Also, we conduct testing on every functionality and integration across devices and browsers, questionnaires prepared, then surveys and interviews are conducted. These processes are done by the team to eliminate unforeseen problems before proceeding to the implementation phase.

Implementation
The team develops and implement feedback on our servers. After user testing, we migrate to the production environment on your server.
Past Projects

Flour Mill Nigeria
fmnplc.com

ThankUCash
thankucash.com

Ones and Twos
onesandtwos.net

Kiakia FX
kiakiafx.com

Eagle Flour Mill
eagleflourmills.com

Apapa Bulk Terminal
apapabulk.com

BATOK
batokoffshore.com

Porkmoney
porkmoney.com

BAGCO
bagco-ng.com

FMN Agro-allied
fmnagro.com

Premier Feed Mills
premierfeedsltd.com

Divergent Enterprise
divergententerprise.com

Ciuci Consulting
ciuci.us

LandLagos
landlagos.com

Girafit
girafit.com

Golden Sugar Company
goldensugarnng.com

NNFM PLC
nnfmplc.com

CCMonye
ccmonye.com
the pushers
PUSHERS

At PUSHUPINC, everybody is given the keys to drive the company forward. As a company that uses a self-managed organizational structure, we encourage PUSHERS to identify areas of opportunity within the organization and propose solutions. At its core, self-management means knowing exactly what you are responsible for and having the freedom to meet those expectations.
Meet the Pushers

Olamide Olagunju  
CEO/Founder  
Creative Design Director  
10+ years in branding, UI/UX, web design

Olajumoke Fasheun  
Director Client Service & Strategy  
Certified Professional Marketing (CIM) and Marketing Analytics

Nwaiwu Iheanyichukwu  
COO/Finance Director  
Vast business knowledge acquired from Lagos Business School and Tekedia Institute.

Jackson Obhakhoboh  
Creative Video Director  
7+ years of experience directing adverts, films, animations. Degree in digital cinematography.

Ayo Al  
Lead Content Strategist  
5+ years in UX & creative writing across all traditional & digital media Platforms
let’s work together!
Tell us about that project!

Through lead generation, creative and strategic strategy and measurable metrics, we help your brand to achieve the right kind of exposure.

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