

BLESSING FASINA

Digital Product Founder & Developer | Civic-Tech, Accessibility & Web/Mobile Products

blessingfasina@gmail.com | Bournemouth, United Kingdom | wheretoweek.uk | geniuscreatives.co.uk | [LinkedIn](#) | [GitHub](#)

PROFESSIONAL PROFILE

Product-led digital technology founder and developer with seven years of experience building web products, WordPress platforms and user-facing digital services in Nigeria and the UK. Founder of Where To Wee, a free UK civic-tech platform that helps people find public toilets, with accessibility-focused information, community verification and council-verified data. Runs Genius Creations, a small web and design agency serving small businesses and charities. Combines hands-on product development with user research, SEO, data quality and stakeholder engagement, with recognition through UK national and regional media, conference panels and a local-authority data partnership. My goal in the UK is to expand council data partnerships nationwide and grow Where To Wee into the country's definitive accessible-toilet platform.

SELECTED IMPACT & RECOGNITION

- Founded and launched Where To Wee across web, Android and iOS — growing to **35,000+ users** and **14,000+ app downloads** in eight months, with **15,400+ live public toilet listings** across **380+ UK towns and cities**, filtered by wheelchair access, RADAR key, baby changing and free-to-use facilities.
- Secured a data partnership with **Brighton & Hove City Council**: the council approached Where To Wee, and its official public toilet dataset is now live in the app as council-verified listings, with a printable map produced for residents without smartphones.
- Built a community-powered trust and data-quality layer — correction reports, verification tiers, confidence scoring, stale-location reconfirmation and expanded accessibility metadata.
- Grew organic search to 779,000 Google Search impressions and 10,100 clicks since launch (average position 7.6), with no paid acquisition at any stage.
- Independent media recognition through **BBC News**, **BBC Radio Solent** (two live interviews), the **Bournemouth Daily Echo** and **The Week Junior**.
- Invited panellist on the main-stage "Accessible Spaces" panel at the **NADP Annual Conference 2026**, alongside the University of Cambridge, BPP and Ulster University; keynote panellist at the **Bournemouth B2B Growth Expo 2026** ("AI Without Strategy Is Expensive Noise").
- Published reusable open-source WordPress tooling, including **GeniusTray Video Playlist for YouTube** on WordPress.org and content/media management utilities on GitHub.

PROFESSIONAL EXPERIENCE

Founder & Product Developer | Where To Wee Ltd | United Kingdom · Jan 2026 – Present

- Conceived, designed and launched a free UK public-toilet discovery platform spanning web, Android and iOS, translating an everyday accessibility problem into a scalable digital product.
- Own end-to-end product delivery: location search, maps, accessibility filters, community submissions, ratings and reviews, issue reporting, directions, data cleaning and iteration from live user feedback.
- Built data-quality mechanisms that make crowdsourced and open-data listings trustworthy — address and geocoding fixes, verification tiers (council-verified, community-confirmed, recently confirmed) and reconfirmation workflows.
- Lead partnerships and communications: negotiated and delivered the Brighton & Hove City Council data integration; work with users, disability organisations, media and local government to improve coverage and accessibility metadata.

Founder & WordPress Developer | Genius Creations | Nigeria / United Kingdom · Jun 2020 – Present

- Founded the agency in Lagos in June 2020 while at O-Range, ran it full-time from 2021, and have continued since relocating to the UK (geniuscreatives.co.uk), serving small businesses, charities and community organisations in Nigeria and the UK; responsible for client discovery, scoping, build, hosting and ongoing CMS support, leading a two-person team across development and graphic design.
- Designed, built and launched WordPress platforms including Tattel UK (mentoring and employability platform for international students) and Bethel Experience (non-profit supporting children with disabilities and neurodiversity, with secure online donations and multimedia content).
- Deliver technical SEO, performance optimisation and content architecture so client sites rank and convert; branding and print work for clients including SpiceeUpp UK, Union Baptist Church and Sought-Out Foundation.
- Released the agency's internal tooling as open source under the Genius name — GeniusTray Video Playlist for YouTube (WordPress.org), Duplicate Media Cleaner and Content Import Export.

WordPress Developer | O-Range Cybersecurity Training & Services Hub | Lagos, Nigeria · Oct 2019 – Dec 2020

- Delivered responsive WordPress and WooCommerce websites for a cybersecurity training and services business and its clients across multiple sectors — payment integrations, content architecture, theme and plugin customisation and device-optimised user experiences.
- Managed front-end implementation, client communication, post-launch troubleshooting and CMS training, translating business requirements into production websites that drove course enrolment and client acquisition.

SELECTED DIGITAL PRODUCTS & PROJECTS

- **Where To Wee** — UK accessibility / civic-tech platform: web and mobile product for discovering public toilets, with accessibility filters, community contributions, council-verified data and location-based search.
- **GeniusTray Video Playlist for YouTube** — WordPress.org plugin: interactive YouTube playlist plugin providing an embeddable video-tray experience for site owners.
- **Duplicate Media Cleaner** — open-source WordPress plugin: scans media libraries for duplicate files and supports removal to reduce storage waste and improve content management.
- **Content Import Export** — open-source WordPress plugin: content portability supporting import/export of posts, pages, comments, custom fields, terms and navigation structures.
- **Tattel UK** — digital platform connecting international students in the UK with professionals for personalised academic and career guidance (Genius Creations client).
- **Bethel Experience** — non-profit digital platform supporting children with disabilities and neurodiversity, including secure online donations and multimedia content (Genius Creations client).

MEDIA RECOGNITION & SPEAKING

- **BBC News** — featured for creating Where To Wee and discussing the accessibility and public-health impact of public toilet provision in the UK (May 2026).
- **BBC Radio Solent** — two live interviews (The Steve Harris Show, May 2026; Rick Jackson at Breakfast, July 2026); both presenters tested the app live on air.
- **Bournemouth Daily Echo** — profiled the product, founder journey and community-driven approach to improving public-toilet information (May 2026).
- **The Week Junior** — featured in the "People" section for creating an app that helps people find public toilets, reaching a national children's current-affairs audience (May 2026).
- **NADP Annual Conference 2026** — main-stage panellist, "Accessible Spaces" panel (12 June 2026), alongside the University of Cambridge, BPP and Ulster University — disability and inclusion in higher and further education.

- **Bournemouth B2B Growth Expo 2026** — keynote panellist, "AI Without Strategy Is Expensive Noise" (Panel 2, 25 June 2026), on practical AI adoption in business.

TECHNICAL & PRODUCT SKILLS

- **Product & Mobile:** product discovery, user feedback, Flutter/mobile delivery, location-based services, maps, community workflows, push notifications
- **Web Development:** WordPress, PHP, HTML, CSS, JavaScript/jQuery, MySQL, WooCommerce, responsive design, theme/plugin development
- **Data & Backend:** Supabase/PostgreSQL, data cleaning and geocoding, open-data integration, API integrations
- **Growth & Analytics:** technical SEO, Google Search Console, GA4, content optimisation, performance optimisation
- **Delivery & Tools:** Git/GitHub, cPanel, troubleshooting, CMS support, project delivery, stakeholder and partner communication

EDUCATION & CERTIFICATIONS

- MSc International Business with Human Resource Management (Commendation) — Ulster University, Birmingham | Sep 2023 – 2024
- B.A. Ed. Religious Studies — Obafemi Awolowo University, Nigeria | 2019
- Certifications: WordPress Certified Developer; The Fundamentals of Digital Marketing — Google Digital Skills

SELECTED LINKS

[Where To Wee](#) | [Genius Creations \(portfolio\)](#) | [LinkedIn](#) | [GitHub](#) | [GeniusTray on WordPress.org](#)