

# CHARLES GOODLUCK EWODODHE

## Graphic Designer (Web & Digital)

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### PROFESSIONAL SUMMARY

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Creative and detail-oriented **Graphic & Web Designer** with over **6 years** of professional experience building engaging visual design across web, digital marketing, and brand campaigns. Adept at transforming brand strategy into intuitive digital experiences that drive user engagement and conversion. Skilled in collaborating cross-functionally with marketing, product, and creative teams to deliver cohesive, high-quality design assets that align with business goals and marketplace growth. Experienced in fast-paced, collaborative environments with a strong focus on visual storytelling, UX/UI best practices, and brand consistency.

### KEY SKILLS & TOOLS

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- **Visual & Web Design:** Figma, Adobe Photoshop, Illustrator, InDesign
- **Digital Asset Production:** Marketing campaigns, emails, social media, presentations
- **Web Design Fundamentals:** Responsive design, landing pages, UX principles
- **Brand Identity:** Visual consistency, co-marketing support, design systems
- **Collaboration:** Cross-functional teamwork with marketing, sales, and product
- **Asset Management:** Design libraries, templates, version control
- **Technical Handoff:** Preparation of specs and assets for development
- **Soft Skills:** Detail-oriented, organized, strong communicator, deadline-driven

### PROFESSIONAL EXPERIENCE

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#### Graphic & Web Designer (Remote)

##### TALENTTIC TECH HUB — Kaduna, Nigeria

*February 2020 – Present*

- Designed and delivered digital assets for marketing campaigns, social media, and product launches, increasing engagement by 40%.
- Led creation of responsive web pages and landing pages using Figma and web best practices, contributing to a 40% improvement in conversion rates.
- Built and maintained a design system and asset library that improved workflow efficiency and brand consistency.
- Collaborated with cross-functional teams (product, marketing, sales) to deliver integrated visual solutions aligned with business priorities.
- Designed co-branded campaigns for partner brands, resulting in repeat features and higher collaborative engagement.

#### Junior Graphic Designer

##### WEBEX TECHNOLOGIES NG — Lagos, Nigeria

*August 2018 – January 2020*

- Supported visual design for email marketing, social content, and corporate presentations.
- Assisted in rebranding initiatives and ensured adherence to updated brand guidelines.

- Coordinated with developers to ensure accurate translation of designs into live digital platforms.
- Managed multiple design projects simultaneously, consistently meeting deadlines under tight schedules.

## SELECTED PROJECTS

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- **Website Redesign Campaign** — Led design for an updated website UI that improved usability and aligned with modern branding standards.
- **Digital Marketing Launch Kit** — Created assets (banners, hierarchical visuals, email templates) used across channels to boost campaign visibility.
- **Brand Toolkit Implementation** — Organized visual identity system for new product line introduction.

## TOOLS & SOFTWARE

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- **Design:** Adobe Photoshop, Illustrator, InDesign, Corel Draw
- **UX/UI & Prototyping:** Figma
- **Web:** VS Code, Adobe Dreamweaver, Gemini

## EDUCATION

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### Bachelor of Science in Computer Science

Kaduna State University, Kaduna – 2020

### Professional Diploma in Software Engineering

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## PROFESSIONAL ATTRIBUTE

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- Creative thinker with a strong eye for visual storytelling
- Organized and deadline-focused under fast-paced conditions
- Excellent collaboration and communication skills
- Strong adaptability in dynamic work environments