

# Chibueze Uchegbu

Brand and Motion Designer

Lagos, Nigeria

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## Brand and Graphic Designer and Illustrator

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### WORK EXPERIENCE

#### Crevtus

##### Brand and Motion Designer

I craft visual identities that align with each brand's strategy and purpose. I design everything from logos and color systems to full brand assets, making sure every detail tells a cohesive story. I collaborate closely with brand strategy teams, present my work to clients, and adapt based on feedback—all while staying on top of design trends. My goal is to create brands that aren't just visually striking but also strategically powerful and memorable. I also work across various institutions and organizations, ranging from fintech to entertainment and startups.

January 2025 - | Nigeria

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#### WishWeaver

##### Brand and Graphic Designer

Logo Design: Crafted unique and memorable logos that captured the brand's essence.

Brand Identity: Created comprehensive solutions, including typography, graphic elements, patterns, photography styles, and custom illustrations tailored to the brand.

Brand Guidelines: Detailed documentation to maintain brand consistency across all platforms.

Custom Templates: 500 professionally designed card templates, ready to meet various creative needs.

Website Redesign: Enhancing your website's overall color theme, visual appeal, and basic animations to elevate user experience and brand impact.

October 2024 - February 2025 | Lagos, Nigeria

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## The Growth Grit

### Illustrator and Brand Designer

A tech startup to help young people get started in tech.

Conceived and supervised the production of visual assets across various channels, including web, email, social media, and print, following extensive research of similar brands and organizations.

By applying standard design principles, achieved a 10% increase in engagement across all platforms, strengthening brand visibility and impact.

Curated brand guidelines and visual identities, which encompassed creating and maintaining brand style guides to guarantee consistency and coherence across all platforms and materials.

This initiative contributed to a 15% rise in brand recognition and a 20% enhancement in visual consistency among marketing collateral.

July 2023 - September 2023 | Ireland

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## Engineering Ladies Initiative, UNILAG

### Brand Identity & Graphic Designer

Engineering Ladies Initiative to help encourage women to veer into engineering.

Collaborated with designers to create a fully responsive neo-brutalist-themed website for female engineering students, promoting inclusivity and empowerment. The website achieved a 30% increase in female user engagement, furthering our mission.

Collaborated with the graphic design team to create visually engaging graphics including posters, flyers.

Resulting in a 25% increase in audience engagement and brand recognition.

Established, evolved, and maintained the extensive design system library.

January 2023 - July 2023 | Lagos, Nigeria

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## TAN Stores Clothing

Led the revamp of the company's logo and visual identity, resulting in a modernized look that significantly boosted brand recognition.

Additionally, crafted a new logo for the sub-company, driving a remarkable 20% surge in social media engagement, 15% higher merchandise sales, and a 10% growth in social media followers within the initial three-month period.

Implemented a content strategy with visually appealing graphics and customer testimonials, resulting in a 40% increase in social media reach, a 25% boost in engagement, and a 15% rise in online sales from social media platforms.

This strategy elevated the brand's visual identity and reinforced its online presence, sales, and customer engagement.

July 2023 - August 2023 | Lagos, Nigeria

EDUCATION

**UNIVERSITY OF LAGOS**  
Bachelor of Science in Microbiology  
January 2019 - October 2024 | Lagos, Nigeria

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LANGUAGES

**English** (Fluent)

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SKILLS

Adobe Illustrator, Adobe Indesign, Adobe Photoshop, Adobe Premier Pro, Canva, Figma