

# Samuel Fallah

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Banjul, The Gambia.

## SUMMARY

Creative and detail-driven Graphic Designer with experience in branding, social media, and marketing materials. Experienced in converting ideas into visually impactful design systems that boost reach and growth for businesses. Skilled and experienced in both corporate-based work and freelance projects across multiple industries.

## SKILLS

- |                       |            |
|-----------------------|------------|
| ➤ Adobe Photoshop     | ➤ Inkscape |
| ➤ Adobe Illustrator   | ➤ Canva    |
| ➤ Adobe After Effects | ➤ Figma    |
| ➤ CorelDraw           | ➤ Notion   |
| ➤ Gimp                |            |

## EXPERIENCE

### **Dominion Investment Company (Real Estate) – Graphic Designer**

2022 – 2024

- Led a complete brand identity revamp.
- Designed flyers and marketing materials.
- Managed social media campaigns and visual content.

### **StackApple VIP Gadgets Shop – Graphic Designer**

2024 – 2025

- Revamped brand identity and visual assets.
- Designed posters and ad campaign flyers that increased customer engagement by 40%.

### **Freelance Graphic Designer**

2021 – Present

- Created corporate flyers, posters, ad campaigns, product sale posters, creative and event flyers for multiple businesses.
- Delivered designs from concept to print-ready files with client satisfaction.

## EDUCATION

**Bachelors in Computer Science – The University of the Gambia , 2024 -2029**