

OLORUNTOBA ISRAEL AYO

Creative Designer | Content Writer

CONTACT



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12, ADISA THOMAS,
ILASAMAJA, LAGOS

EDUCATION

PRODUCT DESIGN

Udacity May 2019 - Till Date

DIPLOMA IN WEB DESIGN & DEVELOPMENT

New Horizons Mar 2018

BSC GEOLOGY & MINERAL SCIENCES

University of Ilorin
2012 - 2016

SKILLS

- Graphics Design
- Photoshop/Illustrator
- UI Design
- Wireframng
- UX Research
- Product Design
- Creative Writing
- Microsoft Office Suite
- Design Thinking
- Empathy and Ideation
- Critical Thinking

PORTFOLIO LINKS

bit.ly/eltobaportfolio
bit.ly/travelhook
bit.ly/dauntlessapp
dribbble.com/iam_eltoba

EXPERIENCE

CONTENT WRITER

TRANSSION HOLDINGS (Scoop news)

April 2019 - Aug 2019

- Creation of relevant content (video and copy) for target audience using research as a tool in order to meet the needs of our user.
- Content upload on the app.
- Carrying out content analysis in order to maintain a proper user experience.
- Proper data analysis to discover and correct loopholes such as conflicting articles in order to enhance the UX on the app.

FREELANCE CREATIVE DESIGNER

ELTOBA STUDIOS

Aug 2018 - April 2019

- Understanding client's brief in order to plan, ideate and create digital elements for graphic content, as well as for digital products.
- Engaging various design thinking processes such as empathy, research through questioning, and ideation in creating digital products.
- Drawing and sketching rough ideas such as wireframes, rough logos, and flyers on paper or invision.
- UI design creation with photoshop or figma and then prototyping with marvelapp (if initial design was made with photoshop) or directly on figma.
- Conemplating design outcomes with the help of online designers' community and clients making changes and iterating when needed.

SOCIAL MEDIA MARKETER/GRAPHICS DESIGNER

CITY SPORTS GROUP, VI

April 2018 - Aug 2018

- Handling and management of company's social media handles across all platforms in order to keep clients abreast of the latest happenings as it relates the brand and them for better UX.
- Creation and management of social media marketing campaigns and web content too.
- Engaging the art of delivering quality customer experience by taking note of complaints lodged via social media and relating it to the relevant quarters for proper action.
- Creation of visual branding elements such as social media banners, and flyers.

NYSC (KADUNA) 2016 - 2017

KADUNA ELECTRIC (Enumerator & Data Analyst)
Geography Teacher, GSS DOKA

Jan 2017 - Jul 2017
Jul 2017 - Oct 2017