

Ugochukwu Maduagufor-Ogoke

Profile

Creative and detail-oriented graphic designer with a passion for visual storytelling and a strong background in digital communications. Skilled in developing compelling designs that enhance brand identity and engage audiences. Experienced in working on diverse projects, from branding to digital media, with a focus on user-centered design principles. Committed to delivering high-quality work that meets client objectives and resonates with target audiences.

+2348137960837 - ugochukwuogoke@gmail.com - [Portfolio Website](#) - Enugu, Nigeria

Work Experience

Graphic Designer & Digital Communications Officer (2023 - Present)

Women's Aid Collective - Enugu, Nigeria

- Created impactful digital media and graphics for campaigns, improving social media engagement by 15%.
- Developed marketing materials, including brochures and social media graphics, that boosted brand recognition by 20%.
- Designed Case breakdown analysis using PowerPoint for Legal department's monthly case analysis.
- Developed a workshop on effective visual communication for internal stakeholders, improving departmental efficiency by 25%.
- Collaborated with cross-functional teams to ensure design consistency across various platforms and campaigns.
- Designed and deployed visually engaging websites using HTML, CSS, and JavaScript, enhancing user engagement by 30%.
- Designed "Survivors Watch," a monthly newsletter showcasing success stories of survivors of Gender Based Violence, and also distributing to email subscriber using mailchimp resulting in 20% increase in community engagement and awareness.

Freelance Graphic Designer (2018 - Present)

Remote

- Designed a branding and identity package for a financial services client in 2021 that resulted in a 30% increase in website traffic and a 32% increase in social media engagement
- Developed a new UI/UX design for a fashion retail client in 2023 that improved their website's user engagement and resulted in a 17% increase in conversions
- Developed branding materials for various clients globally, including logos, brochures, and marketing collateral.
 - Delivered over 150 high-impact presentations with a focus on storytelling, improving client persuasion rates by 35%
- Conducted client consultations to understand design needs, resulting in tailored solutions that increased client satisfaction.
- Utilized Adobe Photoshop and Illustrator to produce high-quality designs, achieving a 50% increase in client project engagement.

Intern (2022 - 2023)

Women's Aid Collective - Enugu, Nigeria

- Designed digital media content that increased campaign visibility and engagement.
- Assisted in creating promotional materials for events, ensuring brand alignment and high-quality visuals.
- Supported the Communications Unit with graphic design tasks, improving overall project aesthetics

Education

University of Nigeria, Nsukka (2015 - 2021)

Nsukka, Enugu State, Nigeria.

Bachelor of Art: Philosophy, Second Class Honors (Lower Division)

Certifications

Regonet Academy (May, 2024)

UI/UX Design Certification

Nedu Graphics Academy (June, 2019)

Graphics Design Certification

FreeCodeCamp (February, 2023 - July, 2023)

Responsive Web Design Developer Certification

United Nations Institute for Training and Research (UNITAR) (November 2023 - March 2023)

Developing Essential Digital Skills for Women and Youth in Africa Certification

Skills

- -Design Tools: Adobe Photoshop, Indesign, Illustrator, Figma, MS Powerpoint, MS Publisher
- - Web Development: HTML, CSS, JavaScript, PHP, SQL