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# Ashaolu Timothy

Lagos, Nigeria

timothyxart@gmail.com

+234 7086707911

## Summary

Graphic Designer with 5+ years of experience in branding, digital media, and social content creation using Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe Lightroom, Corel Draw, Canvas, Cap Cut. Proven track record of delivering scalable design solutions for startups and enterprise-level companies. Passionate about AI-driven solutions and optimizing user experience.

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## Skill

Brand Identity, Editorial Design, Typography, Social Media design, Project Management, Photography, Creativity

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## Experience

### Content Creator

Hotels.ng

Jan 2023 – July 2023

- I crafted compelling daily travel articles that increased brand awareness and engagement, leading to a 75% boost in audience interaction and a 65% rise in website traffic. Leveraging social media marketing and digital strategies, I successfully inspired readers to take action, driving conversions for the company's travel-related services.

### Freelance Graphic Designer

Apt-Style Designs

March 2024 – May 2024

- Developed marketing materials that increased audience reach by 45%.
- Boosted social media engagement by 35% through strategic content creation.

### Freelance Graphic designer

Flourish Heaven homes

January 2024 – May 2024

- Filmed and edited engaging video content promoting over 50 distinct land listings; directly increased sales conversions by attracting more qualified leads through targeted marketing strategies aligned with audience preferences.

### Lead Graphic Design

RCCG National Secretariate

January 2024 – Sept 2024

- Led the design and development of a magazine, overseeing layout, typography, and visuals to create an engaging and professional publication.

- Designed promotional materials for five outreach programs.
- Managed and mentored junior designers, providing feedback and guidance to enhance team productivity and creativity.help me add this statement to my CV and make it seem like am the one that did all this
- Developed and implemented design strategies that align with the brand's goals.

## **Sunday Shed Entertainment**

Flourish Heaven homes

Oct 2024 - Dec 2024

- Designed creative and engaging weekly games and party visuals to captivate the audience and promote brand activities.
- crafted compelling social media posts every Friday to promote artists and amplify their reach.

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## **Certifications**

Master the Art of Personal Branding for Success (Issuing organization - Skill Up (Yayasan Skillup Abadi Indonesia))

CodeAlpha Graphic Design Internship program (Issuing organization - CodeAlpha)

Foundations of Graphic Design (Issuing organization Alison)

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## **Redeemer College**

Diploma in Business Administration - Ogun, Nigeria