TOLUWALASE SAMUEL ADEDEJI

Full-Stack Brand Designer & Web Developer

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Portfolio: lase-portfolio.vercel.app

PROFESSIONAL SUMMARY

Strategic Creative & Developer combining a B.Sc. in Political Science with advanced Full-Stack Web Development. I leverage a background in **systems thinking and institutional research** to build high-converting digital ecosystems. I specialize in bridging the gap between "Cinematic" Brand Identity and performance-driven Next.js applications. Expert in translating complex client requirements into premium, SEO-optimized web experiences that drive business growth.

TECHNICAL & CREATIVE STACK

- **Web Development:** Next.js (React), Sanity CMS, Tailwind CSS, Python (Scripting), Git/GitHub, Vercel.

- **Brand Design:** Adobe Photoshop (Advanced Compositing), Brand Identity Systems, UI/UX Prototyping.

- **Strategy:** Technical SEO, User Research, Information Architecture, Digital Marketing Funnels.

PROFESSIONAL EXPERIENCE

Lead Creative & Developer | Best Choice Graphics (Independent Consultancy) *Lagos, Nigeria | 2024 – Present*

- **Brand Architecture:** Spearhead end-to-end brand identity creation for SMEs, utilizing "luxury" design principles to position local businesses for high-tier market entry.

- **Full-Stack Engineering:** Architect and deploy dynamic, SEO-ready websites using **Next.js** for frontend speed and **Sanity CMS** for client content management, targeting 95+ Google Lighthouse performance scores.

- **Client Strategy:** Consult with business owners to transition from offline operations to digital-first revenue models, implementing design systems that increase perceived brand value.

Full-Stack Web Developer | TrendVibe *Ilorin, Nigeria | June 2025 – Present*

- **Platform Development:** Led the full lifecycle development of the company's web infrastructure, ensuring seamless cross-browser compatibility and mobile responsiveness.

- **Performance Optimization:** Reduced page load latency by implementing modern image formats (WebP) and code-splitting strategies within the React ecosystem.

- **Stakeholder Collaboration:** Translated complex business requirements into functional technical specifications, ensuring the digital platform aligned with operational goals.

Brand Concept Lead (Portfolio Case Studies) | Origin Zero & Human Error *Remote | 2025 – 2026*

- **Visual Identity Systems:** Developed comprehensive "Brand Bibles" for high-concept fashion labels, including logo suites, typography systems, and garment mockups.

- **Marketing Assets:** Designed cinematic, high-contrast social media assets and pitch decks to simulate real-world market presence.

- **Impact:** Demonstrated ability to execute "hype-driven" branding strategies comparable to top-tier international streetwear labels.

Python Automation Engineer | Project: Real-Time Market Arbitrage Algorithm

- **Algorithmic Logic:** Built a custom web scraping tool using Python to monitor e-commerce pricing anomalies on Jiji.ng, identifying underpriced assets in real-time.

- **Feature Engineering:** Developed a "Lemon Detector" algorithm to filter low-quality listings based on semantic analysis of seller descriptions.

EDUCATION

B.Sc. Political Science | University of Ilorin *Ilorin, Nigeria | Graduated: 2025*

- **Relevance to Tech:** Specialized in **Institutional Systems Analysis**. Adapted methodologies from political hierarchy research to structure Information Architecture (IA) and User Flow Logic in complex web applications.

- **Research Focus:** Conducted deep-dive analysis on Nigerian Tenancy Laws, honing skills in complex data synthesis and technical documentation.