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aidesigns004@gmail.com

Nigeria

Behance

<u>Dribbble</u> <u>Credly</u>

Github

LINKS

PROFILE

proven track record for creating unique, visually appealing, powerful designs to improve the credibility and acceptance of product and services of brands.

I'm an experienced result-driven brand designer with 5+ years of experience, a

I love to create innovative, visually compelling and functional designs, product ads, that meet customers' needs and help drive business growth.

My track record shows that my designs are unique, brand-specific, tailored for clients and users, user-centric, resulting in higher satisfaction and revenue growth.

I use various tools like Mega, Notion, Adobe Creative Suite, Figma to direct my workflow and enhance my creative design process.

workflow and enhance my creative design process.

Using these tools, I create high-quality designs, unique brand outlook, brand

personas, brand voice and brand stories.

One of my best qualities is keen eye in for creating brand-centric designs, my research methodologies and my ability to work well across cross-functional teams, including product managers, developers, and stakeholders.

I take complex brand requirements and product needs and turn them into creative

design solutions, conduct proper research, erstwhile receiving feedback from team members throughout the design process.

Overall, my passion for brand-centered design, extensive experience, and proficiency

in brand and identity design tools makes me an ideal candidate for any organization

looking to develop high-quality designs that exceed customers' expectations and drive business growth markedly.

#### March 2021 -August 2023 Lekki, Lagos, Nigeria

**EMPLOYMENT HISTORY** 

#### Google sheets.

Brand Designer — JBS Gerontology Centre (Fulltime-Remote)

• I handled brand designs, product ads, email newsletter ads designs, and logo redesign.

Frameworks: Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Google Docs,

- Led the creative efforts and design style that help improve their engagements of the ads by 50% and their clientele base by 20%
  I designed the flat icons, thumbnails and marketing collaterals across all
- I handled all print materials and designs, and physical campaign materials.

channels that led to a 40% traffic increase to company's website.

March 2021 - August

Brand Designer (Contract) — JBS Medicare services (Remote)

2022

Frameworks: Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Google Docs,

health posts and medicare posters

Foundation Africa (Remote)

**AFRICA Conference 2022 (Remote)** 

sheets.

Google sheets.

Lagos, **NIGERIA** 

#### • I communicated research findings, created compelling content and detailed

design, that resonated with the brand both verbally and visually, and increased engagements by 20% in a month

helped increase visibility, credibility and sales by 30% in 3 months.

I rebranded the company's online voice, while also initiating improvements to the engagement processes on social media platforms.
I designed email ads campaign materials, visually compelling infographics, daily

• I seamlessly created tailored content that portrayed the unique brand look, and

Brand Designer (Contract) — JBS Elderly Health and wellbeing

Mar. 2021 - June 2021

London, UK

## sheets. I visually communicated research results, findings, formed design direction and

conceptual concepts, design reasoning for a campaign "Adopt A Gran"

Frameworks: Adobe Photoshop, Adobe Illustrator, Notion, Google Docs, Google

of the "Adopt A Gran" Program.

Visuals Designer (Contract) — Foreign Investment Network(FIN)

Frameworks: Adobe Photoshop, Adobe Illustrator, Notion, Google Docs, Google

• Successfully created compelling designs for a 10-day campaign on the initiative

Oct. 2021 - Jan. 2022

Abuja, Nigeria

Aug. 2022 - Sept.2022

New York, U.S.A

## I hand-designed illustrations and creatively implemented compelling designs in a 2- week campaign for FIN Africa International conference.

top head of states and presidents across different countries in the African

• I doubled as the project designer in designing information ads, invites, featuring

unique brand look of Foreign Investment Network(FIN)

Brand Identity Designer (Contract) — STATA INSIGHTS (Remote)

Frameworks: Adobe Photoshop, Adobe Illustrator, Notion, Google Docs, Google

direction and rationale for unique brand identity, whilst receiving feedback from

• Created a full brand outlook, Logo, style-scape, unique brand guidelines, icon

design, marketing collaterals, and design of all company's merchandise.

Brand Designer (Contract) — Delis Supermarket (Remote)

I created tailored content that portrayed the aim of the conference and gave the

sheets.I ensured usage of proper research methodologies prior, communicated design

stakeholders.

info-tainment were started.

15% in 2 months.

sheets.

Lead Designer

Illustration Design

continent (for the firm)

Frameworks: Adobe Photoshop, Adobe Illustrator, Notion, Google Docs, Google sheets.

• I created products catalogues, shopping lists ads, product information materials,

and weekly top selling score sheets designs which helped boost engagements by

I ensured the proper internet presence using storytelling tools, and brand

Aug 2023

Ibadan, Nigeria

Dec. 2020 - Feb. 2021

Abuja, Nigeria

### Brand Identity Designer (Contract) — For A Girl Child Initiative

for the initiative.
I coordinated full brand design for initiative and increased promotions by 20% which resulted in a very successful campaign for the girl child

• Created a full brand outlook, Logo, style-scape, unique brand guidelines,

promotional & marketing collaterals, and design of all brand's merchandise.

rationale for unique brand identity, whilst receiving feedback from the conveners

Frameworks: Adobe Photoshop, Adobe Illustrator, Notion, Google Docs, Google

• I used proper research methodologies prior to creation of brand voice and

Lead Creative Designer

I managed a team which included designers. Copywriters and developers for project

PANS UI/PharmaUI Developers Community(DC) (Fulltime)

I championed the association's week designs, magazine and year book design

FELA MediaTV Branding Agency (Abuja)

I designed brand collaterals, cards, icons, illustrations and revamped social media

Microsoft Suite

Google Docs

Slack

Zoom

I coordinated a team of Graphic designers, Interns and content writers.

Notion

related to the association and the developers' community

Visual Design Figma
Logo Design Adobe Creative Suite

pages with daily improvements on social media posts.

Bachelor's Degree - B.Pharm. Pharmacy

LEADERSHIP/EXPERIENCE

Dec, 2021 - May. 2024

Oct. 2022 - Mar. 2023

Abuja Nigeria.

Ibadan, Nigeria

TECHNICAL SKILLS

Visual Design of the second of the secon

# April. 2018 - June. 2024

**EDUCATION** 

University of Ibadan, Nigeria.