Oluwatimileyin Ojo

ojooluwatiileyin18@gmail.com • 08160347305 • Lagos, Nigeria • linkedin.com/in/ojo-oluwatimileyin-697925283

SUMMARY

Creative Graphic Designer with 3 years of experience in crafting brand identities, social campaigns, and motion-graphics for digital platforms. Skilled in concept-to-delivery visual design, branding, print, digital, and short-form animated content. Proven ability to translate product and marketing goals into on-brand visual solutions that increase engagement and conversion. Expert in Adobe Photoshop, Illustrator, After Effects, Premiere Pro, Figma, and Canva.

EXPERIENCE

Freelance Graphic Designer, **Graphic Designer**
Feb 2025 - Present

• Led visual design for product marketing and customer acquisition campaigns for fintech web and mobile products, increasing campaign engagement by 30%.
• Designed brand-consistent marketing kits, including email banners, hero images, social tiles, and explainer animations, improving click-through rates and on-boarding flows.
• Collaborated with product and marketing teams to produce visual assets for paid ads and landing pages, reducing creative turnaround time by 25%.

Temmack Solutions, **Graphic Designer**
Jan 2024 - Present

• Created complete brand identities (logo, style guide, color systems) and packaged visual assets for new product launches, enhancing brand consistency and recognition.
• Delivered weekly social media content — static posts, carousels, animated shorts — boosting organic reach and follower engagement by 25%.
• Ran A/B creative tests on ad visuals and iterated on motion-graphics treatments to improve ad performance, optimizing campaign effectiveness.

Client Based, Lagos, **Freelance Graphic Designer**
2022 - Present

• Delivered branding and visual campaigns for startups and SMBs, increasing client conversions by up to 18% on launch campaigns by designing logo systems, business collateral, web banners, and social-first motion ads.
• Produced a series of animated promo videos and product explainers used across Instagram, TikTok, and YouTube shorts, enhancing engagement and brand visibility.
• Handled client communication, asset versioning, and final delivery of files in print and web-ready formats (AI, PSD, PDF, SVG, MP4), ensuring timely and accurate project completion.

EDUCATION

Anchor University
Bachelor of Science • **Computer Science** • *2022 - 2025*
Relevant Coursework: Human–Computer Interaction, Web Development
Capstone Project: Designed a user-friendly e-commerce platform with an emphasis on visual hierarchy and intuitive product displays.

LICENSES & CERTIFICATIONS

Google Digital Marketing Professional Certificate
Google • Issued Jul 2025

Google UX Design Professional Certificate
Google • Issued Jul 2025

SKILLS

Adobe Photoshop • Adobe Illustrator • Adobe After Effects • Adobe Premiere Pro • Figma • Canva • Motion Graphics • Branding & Visual Identity • Typography • Social Media Design