

# Abdullahi Oyebamiji Adebayo

Creative Director | Seamster | Web Developer

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Highly creative and driven Brand Designer specializing in small business branding, brand re-design, and brand cohesion across platforms. Skilled at taking client ideas and designs from concept through to marketing. Experienced in developing innovative and straightforward branding strategies that increase brand awareness, customer engagement, and sales.

## Skills

Marketing expertise	<div><div></div><div></div><div></div><div></div><div></div></div> <div>Excellent</div>
Strategic leadership	<div><div></div><div></div><div></div><div></div><div></div></div> <div>Very Good</div>
Deadline-oriented	<div><div></div><div></div><div></div><div></div><div></div></div> <div>Very Good</div>
Corporate identity branding	<div><div></div><div></div><div></div><div></div><div></div></div> <div>Very Good</div>
Web Design	<div><div></div><div></div><div></div><div></div><div></div></div> <div>Good</div>
Graphics Design	<div><div></div><div></div><div></div><div></div><div></div></div> <div>Very Good</div>
Paper Packaging	<div><div></div><div></div><div></div><div></div><div></div></div> <div>Excellent</div>
Fabrics making and Design	<div><div></div><div></div><div></div><div></div><div></div></div> <div>Very Good</div>

## Work History

2019-04 - Current

### Creative Director

Aíónia Chará Enterprises, Lokoja, Kogi State

- Developed strategic communication and marketing plans.
- Monitored industry trends to keep creative materials fresh and engaging.

- Led team of designers to create comprehensive corporate identity system.
- Developed artistic visual products while working within defined technical constraints.
- Carefully prepared design layouts into prepress files for offset, web and digital printing.
- Demonstrated expertise in creating boxes, paper bags, food packaging, fabric sewing, branding, and contour cutting.
- Utilized Adobe Creative Suite, SignMaster, Silhouette Studio, Corel Graphics Suite, and die-cutting techniques to deliver exceptional designs.

**2015-01 - 2019-03**

## **Freelance Graphic Designer**

*Several Brands*

- Employed design fundamentals when selecting typography, composition, layout, and color in design work.
- Applied knowledge of production to create high-quality images.
- Designed website layouts, templates, and unique branded looks.
- Created digital image files for use in digital and traditional printing methods.
- Created broad range of work using various design techniques.
- Developed print materials such as brochures, banners and signs.
- Developed creative design for print materials, banners and signs.
- Designed creative digital displays used in online advertising for local businesses.

**2010-03 - 2017-10**

## **Seam Technician**

*Delma Garment Factory, Osogbo*

- Identified malfunctions or failures by routinely monitoring and analyzing equipment operations.
- Matched up cloth by pattern and die lot to reach quality goals on finished shoes.
- Followed sewing instructions and inspected quality of finished pieces to exceed customer expectations.
- Demonstrated a high level of initiative and creativity while tackling difficult tasks.
- Made garments like sportswear, hoodies, jackets, sweatshirts and lots more.
- Screen printing, Laser transfer, Sublimation, DTF and vinyl printing.

## **Education**

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**2017-11 - 2022-12**

## **Bachelor of Science: Computer Science**

*Federal University Lokoja - Lokoja, Nigeria*

- Awarded the department's best project.
- Lead Member of Meta Developers Circle, Lokoja

## Accomplishments

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- Best undergraduate project, 2022 - Department of Computer Science.
- Over 1,000 successful task completion with customer satisfaction.

## Software

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HTML, CSS, JavaScript	<div><div></div><div></div><div></div><div></div><div></div></div> <div>Very Good</div>
Silhouette Studio	<div><div></div><div></div><div></div><div></div><div></div></div> <div>Excellent</div>
Corel Graphics Suites	<div><div></div><div></div><div></div><div></div><div></div></div> <div>Very Good</div>
Die-making and Die-cutting	<div><div></div><div></div><div></div><div></div><div></div></div> <div>Excellent</div>
Adobe Suites	<div><div></div><div></div><div></div><div></div><div></div></div> <div>Good</div>
Signmaster Pro	<div><div></div><div></div><div></div><div></div><div></div></div> <div>Very Good</div>
Canva	<div><div></div><div></div><div></div><div></div><div></div></div> <div>Excellent</div>

## Certifications

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2022-11	Licensed Graduate Trainee - The Paper Packaging Academy
2023-04	Certified JavaScript developer, JustJavaScript
2023-01	Certified web developer, Udemy
2023-07	Band 7 score, IELTS, British Council