

# ADENIRAN OLUWANIFEMI

MSc Interactive Digital Media — Creative Director — Visual Identity & Brand Designer  
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[PORTFOLIO](#) — [LinkedIn Profile](#)

## PROFILE SUMMARY

Creative Director and Visual Designer with over 8 years of experience crafting compelling brand identities, digital campaigns, and visual systems across technology, wellness, ministry, and startup environments. Skilled in translating abstract ideas into strategic visual solutions that drive engagement, clarity, and audience connection.

Recognized for creative leadership and mentorship, guiding emerging designers to produce high-quality, consistent work. Strong foundation in visual communication, typography, layout systems, and storytelling, combined with hands-on experience in UI/UX design, digital product thinking, and interactive media.

Proven track record of delivering scalable design systems, improving workflow efficiency, and elevating brand presence across digital and physical touchpoints.

## CORE COMPETENCIES

**Brand & Visual Design:** Brand Identity Systems, Logo Design, Campaign Development, Typography, Editorial Layout, Marketing Collateral, Social Media Visual Strategy

**Digital & UI/UX:** Wireframing, Prototyping, User Research, Interaction Design, Information Architecture, Web Design, Responsive Layout

**Tools:** Adobe Photoshop, Illustrator, InDesign, Figma, Webflow, Canva, Generative AI Tools, Basic HTML/CSS

**Leadership & Strategy:** Creative Direction, Team Mentorship, Client Communication, Design Thinking, Project Coordination

## PROFESSIONAL EXPERIENCE

### Graphic Designer — Financefair, Dublin, Ireland

July 2025

- Played a key role in the company-wide visual rebrand, translating updated brand guidelines into scalable digital and print assets across all customer-facing touchpoints.
- Designed and delivered 100+ branded assets including landing page visuals, paid media creatives, email templates, pitch decks, sales enablement materials, and internal communication graphics.
- Prepared print-ready event materials including banners, brochures, roll-ups, and presentation collateral, ensuring production accuracy and brand consistency across physical activations.
- Collaborated directly with marketing leadership and senior stakeholders to align creative direction with strategic growth objectives, supporting revenue-driven campaign initiatives.
- Introduced reusable layout systems and campaign templates that reduced design turnaround time by approximately 30% during high-volume launch periods.
- Optimized visual hierarchy and messaging clarity across performance campaigns, contributing to measurable improvements in engagement metrics across digital channels.
- Worked closely with compliance and operational teams to ensure all marketing visuals met financial regulatory standards, significantly reducing revision cycles and approval delays.

### Lead Visual Designer — Celebration Church International (Global)

November 2022 – December 2024

- Led visual direction and branding execution for 30+ sermon series, conferences, and large-scale ministry campaigns distributed across global digital and in-person platforms.
- Designed and delivered 350+ creative assets annually including stage visuals, social media campaigns, motion-ready graphics, presentation slides, print materials, and event branding systems.
- Spearheaded the visual positioning and structured rebranding of Celebrate Teens and Celebrate Kids departments, creating age-specific identity systems that improved demographic clarity and engagement.

- Mentored and trained a team of 4–6 volunteer designers, introducing structured feedback systems and design guidelines that improved output consistency and reduced revision cycles by approximately 35%.
- Developed reusable presentation templates, typography frameworks, and visual hierarchy systems, increasing production efficiency across weekly communications by an estimated 25%.
- Collaborated directly with pastoral leadership and communications teams to translate abstract theological themes into compelling visual narratives that strengthened message clarity and audience resonance.
- Supported high-attendance conferences and flagship events with cohesive stage branding and digital rollout, contributing to sustained audience growth across physical and livestream platforms.

## **Lead Graphic / Brand Designer — PPI and KOG Nigeria Ltd, Lagos** January 2019 – October 2022

- Contributed to a structured brand refresh initiative, translating updated visual direction into cohesive marketing and corporate communication materials.
- Designed and delivered 70+ brand assets including corporate brochures, pitch decks, social media campaigns, product visuals, and internal communication materials.
- Prepared print-ready production files for event activations and marketing distributions, ensuring colour accuracy, layout precision, and vendor coordination.
- Collaborated directly with senior management and marketing stakeholders to align creative output with business growth and product visibility objectives.
- Introduced standardized layout templates and typography systems that improved brand consistency across departments and reduced design inconsistencies.
- Supported campaign launches that strengthened product awareness and improved customer engagement across digital platforms.
- Reduced revision cycles by approximately 25% through clearer visual systems and structured presentation formats.

## **EDUCATION**

### **MSc Interactive Digital Media**

Griffith College Dublin

February 2024 – May 2025

Relevant Focus: Visual Communication, UX Design, Research Methods, Web Authoring, Interactive Media

### **BSc Computer and Information Systems**

Babcock University, Nigeria

2017 – 2022

## **CERTIFICATIONS**

Graphic Design Academy (GDA 17.0) – Certificate of Completion

Foundations of UX Design – Google (via Coursera)

Graphic Design Foundations: Layout and Composition – LinkedIn Learning

Public Speaking Foundations – LinkedIn Learning

Adobe Photoshop Masterclass with Photoshop 2025 + AI Updates – Udemy

Colorful Portrait Design with Photoshop (Temi Coker) – Domestika

Jobberman Soft Skills Training – Jobberman Nigeria

## **ADDITIONAL INFORMATION**

Availability: Immediate

Interests: Ethical AI in Design, Typography Expression, Creative Education, Visual Theology