

# Seyi Abiodun

Graphic Designer

## Contact

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- [www.branddever.creva.do.com](http://www.branddever.creva.do.com)
- [www.branddever.com](http://www.branddever.com)

## Skills

Design principles



Branding



Designing for print



UI and UX Design



Creativity



Creative and detail-oriented graphic designer with exceptional skill level and experience in various mediums. Highly adept with programs in Adobe suite, such as InDesign, Photoshop and Illustrator. Extensive experience in executing digital marketing plans via digital ads and social media content.'

## Work History

2021-11 -

Current

### Social Media /Graphic Design Consultant

*on2smarts Ltd, FCT, Abuja*

- Rebranded the company's brand identities; Logo, Letter head etc
- Restructured company's social media pages to attract more customer engagement
- Design/Schedule on company's social media pages.
- Generate, edit, publish and share engaging content daily (e.g. original text, photos, videos and news)
- Monitor SEO and web traffic metrics
- I Communicate with followers, respond to queries in a timely manner and monitor customer reviews
- I Oversee social media accounts' design (e.g. Facebook timeline cover, profile pictures and blog layout)
- I Suggest and implement new features to develop brand awareness, like promotions and competitions
- Stay up-to-date with current technologies and trends in social media, design tools and applications

2019-11 -

2021-10

### Freelance Graphic Designer

*Self, FCT, Abuja*

- Designed website layouts, templates and unique branded looks.
- Worked with clients to gather and define requirements, establish scopes and managing project milestones.
- Engaged directly with client representatives and creative directors during project briefs to ensure a unified, client-centered approach to visual solutions
- Create specialized assets for use on social media, out-of-home installations, or wherever necessary
- developed concepts, graphics and layouts for

## Strategic Thinking



## Time Management



## Ideation



## Software

Adobe Creative Suite  
(Photoshop, Illustrator,  
Indesign, After Effects,  
Premiere Pro etc)



## Corel Draw



## HTML



## CSS



## Javascript



## Wordpress



## Canva



## AutoCAD 2D, 3D &Electrical



2017-01 -  
2019-07

product illustrations, company logos and websites for several companies

- Managed client proposals from typesetting through to design, print and production
- Worked with clients, briefing and advising them with regard to design style, format, print production and timescales

## Graphic Designer/Social Media Marketer

*Deluxe Decor, Ibadan, Oyo*

- Developed creative design for print materials, brochures, banners and signs.
- Built corporate brand for the company by designing cohesive looks between elements such as logos and letterheads.
- Put together videos for social media, advertising and informational purposes.
- Worked with the CEO to gather and define requirements, establish scopes and managing project milestones.
- Designed website layouts, templates and unique branded looks.
- Completed in-depth product design tests with help of different software, models and design systems.
- Applied creative expertise to present marketing concepts.
- Developed display, marketing and packaging materials to support product branding strategies.
- Built corporate brands by designing cohesive looks between elements such as logos and letterheads.
- Grew and expanded the company's social media presence into new social media platforms, plus increases presence on existing platforms including Facebook, LinkedIn, Twitter, and Instagram
- Researches and monitors activity of company competitors

2014-11 -  
2016-05

## Computer Aided Personnel

*Providence Research and Instrumentation Limited, Ibadan, Oyo*

- Collaborated with engineers on projects like; ATA 6 Pipeline construction and designing

Avocode

Good

Zeplin

Good

- Drafted with the CAD software to produce detailed drawings that include building dimensions, required materials and construction procedures at some refineries.
- Coordinated with engineers to establish requirements and understand design concepts
- Revised designs to eliminate problems existing in previous design layouts of projects.
- Designed electrical layouts using the AutoCAD Electrical Software.

2013-02 -  
2014-08

## Creative Design Director

*Digital Multimedia Concept, Badagry, Lagos*

- Developed illustrations, logos and other designs using Corel Draw, Adobe Suite software
- Presented ideas, concepts and design solutions to various stakeholders and incorporating their feedback into the final design
- Managed campaigns with specific focuses in order to meet customer needs and creative visions.
- Evaluated and approved image retouch work, mechanicals and art proofs to deliver quality results.
- Carefully prepared design layouts into prepress files for offset, web and digital printing.
- Improved quality standards of company's digital printing process by effectively using Adobe Suite Software.
- Designed and produced collateral in accordance with brand guidelines

## Education

2010-05 -  
2012-11

### Computer Science ( National Diploma )

*Wolex Polytechnic, Iwo Campus - Osun State*

2003-02 -  
2008-07

### High School Diploma

*Best Hands Standard College - Lagos*