

# Eliezer Ekunke

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## SUMMARY

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Highly skilled Graphics Designer with over 4 years of experience in delivering visually stunning designs across various platforms. Adept in industry-standard software such as Adobe Photoshop, Illustrator, InDesign, Canva, and Pixellab, with a strong foundation in Microsoft Office Suite and Google Workspace. Proven track record in producing high-quality graphics for both organizations and volunteer projects. Seeking a challenging position in a dynamic environment that offers opportunities for growth and innovation.

## EDUCATION

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### University of Calabar

B.Sc(Hons) Anatomy (2nd Class Upper)

Calabar, Cross River

Graduation Date: Nov 2021

## WORK EXPERIENCE

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### Impulse Grid Digitals

Remote

Self Employed

Aug 2024 - Present

- Key Responsibilities
  - Designed posters, flyers, product visuals, logos, and brand identity kits for businesses, events, and startups.
  - Created social media graphics and ad creatives aligned with brand goals and target audience.
  - Developed infographics and data visuals that simplified complex information for clearer communication.
  - Ensured brand consistency across all marketing and communication materials.
  - Collaborated with clients to understand needs and translate them into effective visual solutions.
  - Managed multiple design projects with tight deadlines, delivering high-quality work on time.
  - Created and edited design process content for platforms like YouTube Shorts and Instagram Reels.
  - Provided brand consultation and creative direction for startups and small businesses.
- Key Achievements
  - Successfully delivered over design projects to various clients.
  - Built and maintained a recurring client base.
  - Designed high-performing social media graphics that boosted client engagement and conversions.
  - Helped new businesses improve brand recognition and identity through strategic design.
  - Featured design workflows in short-form videos, gaining attention from potential clients and collaborators.

### Let's Speak Africa

Remote

Graphic Designer

Oct 2021 - Aug 2024

- As a Graphics Designer, I was responsible for conceptualizing and creating visually appealing designs that aligned with clients' branding and marketing goals. My role involved:
  - Developing creative concepts: Collaborated with clients and the marketing team to understand project requirements and translate ideas into design concepts.
  - Designing various materials: Created logos, brochures, social media graphics, banners, and other marketing materials, ensuring brand consistency across all platforms.
  - Using design software: Expertly utilized tools like Adobe Creative Suite (Photoshop, Illustrator) and Canva to produce high-quality designs.
  - Managing multiple projects: Handled several design projects simultaneously, delivering them on time and within scope.
  - Receiving and implementing feedback: Worked closely with clients to refine designs based on feedback, ensuring satisfaction with the final product.
  - Staying updated: Kept up with design trends and best practices to continually improve the quality and relevance of the work.

After 2 years I was promoted to Team Lead
- In this role as team lead, my responsibilities include:
  - Leading the design team: Managed a team of graphics designers, providing guidance, support, and mentorship to foster creativity and professional growth.

- Project management: Oversaw the entire design process, from initial concept to final delivery, ensuring that all projects met quality standards and deadlines.
- Client collaboration: Acted as the primary point of contact for clients, working closely with them to understand their vision and ensure that the team delivered designs that met or exceeded expectations.
- Quality control: Reviewed and approved designs before submission to ensure they adhered to brand guidelines and client specifications.
- Strategic planning: Contributed to the development of design strategies that aligned with business objectives, driving innovation and continuous improvement within the team.
- Team development: Organized training sessions and workshops to enhance the skills of the design team, encouraging them to stay current with industry trends and tools.
- Performance evaluation: Conducted regular performance reviews, providing constructive feedback and setting goals to help team members advance in their careers.

## The Explorers Hub

Calabar, Cross River State

Graphic Designer (Entry Level)

Feb 2019 - Oct 2021

- Created visually appealing graphics for digital and print media, contributing to increased brand visibility and customer engagement.
- Collaborated with marketing and product teams to develop branding materials, resulting in a consistent and cohesive brand image.
- Managed multiple design projects simultaneously, ensuring timely delivery and adherence to client specifications.
- Utilized Photoshop, Illustrator, and Canva to design promotional materials, social media content, and website elements.
- Improved design processes by integrating new tools and techniques, leading to a 20% increase in design efficiency.

## PROJECT EXPERIENCE

### Let's Speak Africa

Remote

Graphic Design Project Team Lead

Sep 2023 - Oct 2023

- Led the graphic design efforts for the **Car Free Day** campaign, a pan-African initiative aimed at promoting eco-friendly practices and reducing pollution by encouraging a day without car usage.
- Developed high-impact visuals and marketing assets that were deployed across various digital platforms, driving widespread engagement.
- Successfully contributed to the campaign's visibility, leading to **increased participation from multiple African countries** and positive environmental awareness.
- Collaborated with a multidisciplinary team to ensure brand consistency, timely delivery, and alignment with campaign objectives.

### Tribe Africa

Remote

Community Team Lead (Twitter) – Trybe Africa Event

Jun 2023 - Sep 2023

- Spearheaded Twitter publicity and community engagement as a **Community Team Lead** for a major Trybe Africa event, focused on expanding visibility and driving massive participation.
- Collaborated with other team leads to develop and execute an effective marketing strategy, integrating **visually compelling graphics and tweets** that aligned with the event's brand and goals.
- Oversaw pre-event hype, live engagement during the event, and post-event follow-ups — resulting in **high engagement metrics** and a **record turnout** both online and onsite.
- Applied design expertise to ensure consistency in visual messaging, optimizing content for Twitter's unique format and audience.

## LEADERSHIP EXPERIENCE

### Let's Speak Africa

Remote

Graphic Design Team Lead

Jan 2023 - Aug 2024

- Leading the design team: Managed a team of graphics designers, providing guidance, support, and mentorship to foster creativity and professional growth.
- Project management: Oversaw the entire design process, from initial concept to final delivery, ensuring that all projects met quality standards and deadlines.
- Client collaboration: Acted as the primary point of contact for clients, working closely with them to understand their vision and ensure that the team delivered designs that met or exceeded expectations.

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## ASSON - UCC

Calabar, Cross River

Director of Information

May 2018 - Apr 2019

- Served as a key member of the elected Executive Council, leading the information and publicity arm of the student body.
- Played a pivotal role in organizing and promoting the **first-ever Dinner & Awards Night** since the society's inception in 1976.
- Led the media and publicity team for the **first National Conference** hosted in South-South Nigeria, significantly increasing participation and visibility.
- Actively solicited for support, sponsorships, and funding, helping secure essential resources for successful event execution.
- Designed and implemented effective communication strategies to engage over 500 students and stakeholders within and beyond the university community.

## SKILLS & INTERESTS

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**Skills:** • Design Software: Adobe Photoshop, Illustrator, InDesign, Canva, Pixellab

- Office Tools: Microsoft Word, Excel, PowerPoint, Google Workspace
- Graphic Design Expertise: Branding, Logo Design, Social Media Graphics, Print Design
- Technical Proficiency: Image Editing, Vector Illustration, Typography, Layout Design
- Soft Skills: Excellent Communication, Interpersonal Skills, Attention to Detail, Proactive Thinking
- Project Management: Deadline Management, Client Coordination, Team Collaboration

**Interests:** • **Visual Storytelling** – Passionate about using design to communicate impactful messages across digital platforms.

- **Typography & Layout Design** – Keen interest in exploring font styles, spacing, and arrangement to enhance readability and aesthetics.
- **Creative Branding** – Enjoy crafting brand identities and visual systems that reflect a business's core values.
- **Design Communities & Collaboration** – Actively engage with design communities for feedback, learning, and co-creation.
- **Motion Graphics** – Curious and self-motivated to explore basic animation techniques to add life to static visuals.

## CERTIFICATIONS & AWARDS

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- Digitex Value - Added Graphics Design Certificate
- Digitex Value - Added Text Animation/ Graphics Certificate
- ASSON Award of Excellence for Outstanding Service as Director of Information 2018 LED EXCO (ASSON - UCC)
- Let's Speak Africa Graphic Designer of the Month July 2022
- Let's Speak Africa Award of Excellence for Leading the team of Graphic Designers in Let's Speak 6.0.
- Let's Speak Africa Award of Recognition as the new Head of Graphics and Media For the year 2023

## REFERENCES

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Available on Request