Oluwasegun Idowu

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PROFESSIONAL SUMMARY

Creative Brand Designer turned Mobile App Developer with a strong foundation in UI/UX Design, front-end web development (HTML, CSS, JavaScript, React), and React Native. Experienced in building high-performance mobile apps that balance design with scalable development.

Leveraging prior experience as a Social Media Manager, I bring a strong understanding of digital strategy, brand consistency, and user engagement to create apps that drive both user satisfaction and business success.

TECHNICAL SKILLS

Languages: HTML, CSS, JavaScript

Frameworks & Libraries: React, React Native

Development Tools: VSCode, Git, Chrome DevTools

Design Tools: Figma, Illustrator, Photoshop, CorelDRAW, AutoCAD, Pen & Paper

EXPERIENCE

Brand Designer
StackTribe Technologies *(Co-founder)*

October 2021 – Present
Lagos, Nigeria

A tech startup offering website and brand identity design services.

- Created StackTribe's full brand identity from scratch, including logo, color system, and visual guidelines
- Designed social media content and marketing visuals using CorelDRAW and Photoshop
- Delivered custom branding for client projects, ensuring alignment with business goals and user experience
- Applied structured design processes and iterative feedback — laying a foundation for UI thinking

Social Media Manager
Rishcon Digital Agency

September 2021 – February 2022
Remote

- Managed social media for 10+ brands, tailoring strategies and content across Instagram, Facebook, and LinkedIn
- Developed monthly content calendars and collaborated with creative teams for cohesive campaigns
- Created an Excel-based tracking system to monitor engagement and optimize content strategy
- Analyzed user behavior to improve content delivery, sparking interest in developing user-centric mobile experiences
- Led cross-functional collaboration between design, content, and marketing teams to ensure timely execution of social media campaigns
- Streamlined content workflows and ensured efficient project execution, meeting tight deadlines across multiple brands

Brand Designer & Founder
Royaluxe Prints

November 2020 – August 2021
Lagos, Nigeria

- Founded and managed all operations of Royaluxe Prints, designing the full brand identity, color palette, and social media assets from the ground up
- Developed and executed marketing strategies, including paid social media campaigns to expand brand reach and acquire new clients
- Operated printing and heat-pressing machines for custom T-shirt and jersey production, ensuring high-quality service delivery
- Sourced materials and managed inventory to ensure timely delivery of client orders
- Applied user-centered design principles to enhance brand experience and client satisfaction

PROJECTS

No Name | Link

January 2016 – June 2021

Tech Stack: CSS, JavaScript, React, React Native

- Nothing yet.
- Nothing yet.
- Nothing yet.

No Name | Link

January 2016 – June 2021

Tech Stack: CSS, JavaScript, React, React Native

- Nothing yet.
- Nothing yet.
- Nothing yet.

No Name | Link

January 2016 – June 2021

Tech Stack: HTML, CSS, JavaScript, React

- Nothing yet.
- Nothing yet.
- Nothing yet.

COURSES & CERTIFICATIONS

React Native Course by Vandad | YouTube — 2026

React Course by ZTM | Udemy — 2025

Modern JavaScript by Dr. Angela Yu | Udemy — 2025

Free Flutter Course by Vandad Nahavandipoor | YouTube — August 2024 – April 2025

Complete Web & Mobile Designer; UI/UX, Figma, +more | Udemy — May 2023 – February 2024

The Complete 2022 Web Development Bootcamp by Dr. Angela Yu | Udemy — 2021

CorelDRAW Essential Training into Graphic Design | Lynda.com (Now - LinkedIn Learning) — 2020

EDUCATION

Lagos State University
(B.Sc.) Mechanical Engineering

Lagos, Nigeria
January 2016 – June 2021