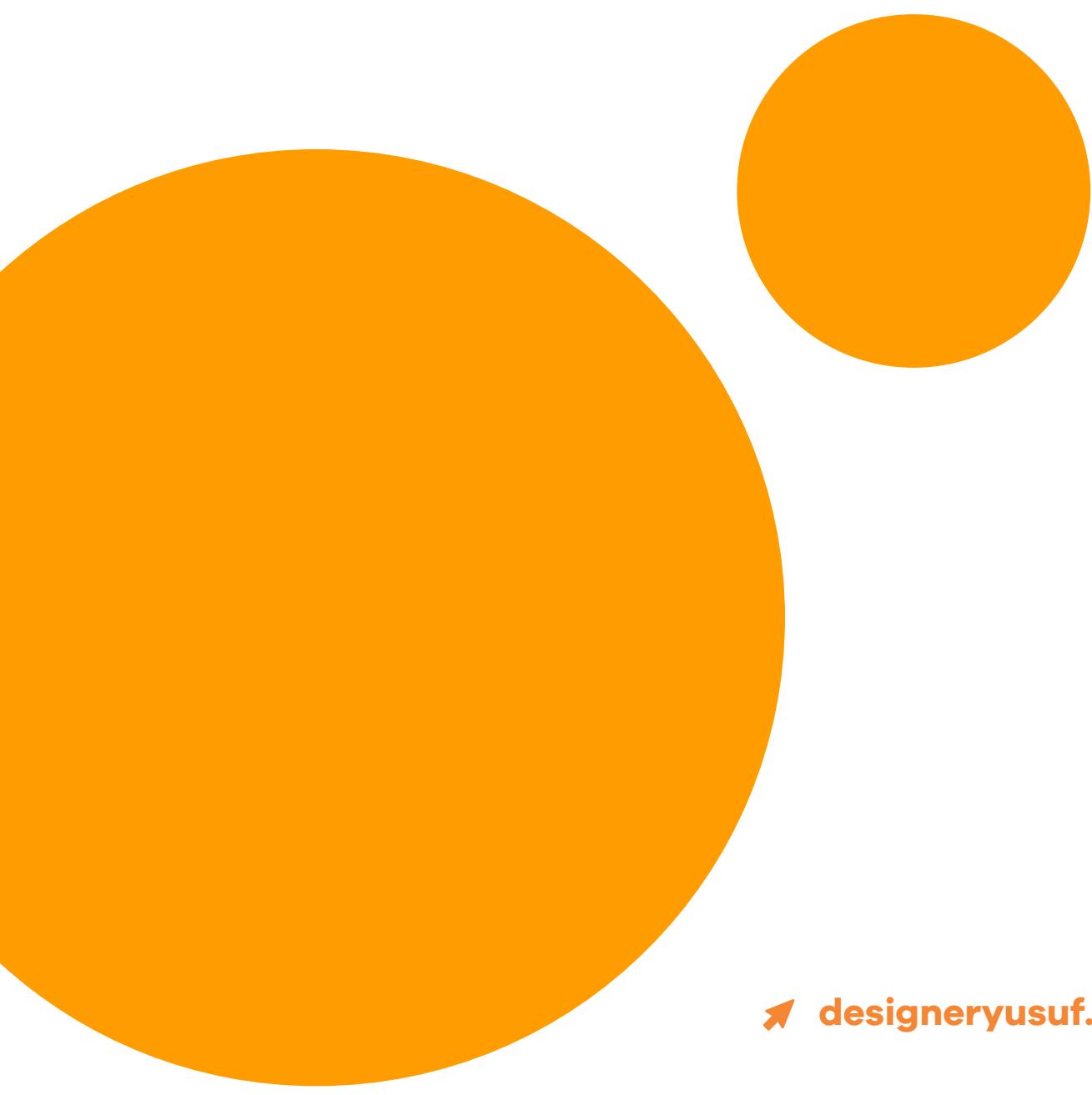


# Graphic Design **Portfolio**

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YUSUF ODUKOYA L.  
Graphic Designer



# 00 | Contents

- 01 Profile
- 02 Logos
- 03 Social Media Ads
- 04 Branding
- 05 Landing Pages
- 06 Infographics



# 01 | Profile



## About me

With over a decade of experience in the creative design industry, I have garnered a vast experience in numerous areas of design — from visual communications to UI/UX.

I am a problem-solver and a master at improvising. I can be efficient with limited resources and time, but if given abundant resources, then much more can be expected.

I'm blessed with dexterous hands and I like to "put design ahead of art"

---

**STATE OF ORIGIN** Ogun

**BIRTH DATE:** 9th April 1993

**NATIONALITY:** Nigerian

---

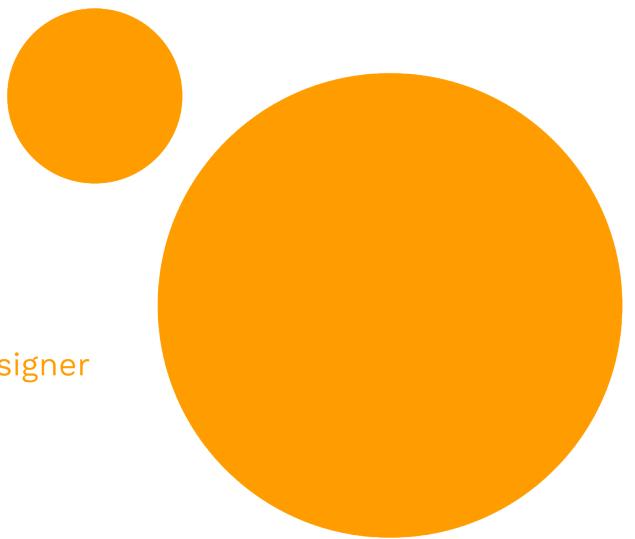
**Facebook:** Yuuji Yusuf Taikuun Odukoya

**Instagram & Twitter:** @thaikuun

**Dribbble:** Yusuf Odukoya

**Linkedin:** <https://linkedin.com/in/thaikuun>

# Work Experience



2019 - Present	DESIGNER YUSUF Freelance Graphic & Web Designer
2019 - Present	CELD INNOVATIONS LTD Lead Graphic Designer
Jul - Nov 2018	ELLAЕ CREATIVE DESIGN AGENCY Graphic Designer and Tutor
2017 - 2018	DIGITAL RATEL UI/UX Designer
2014 - 2019	SCHWARTZ BACHER SYSTEMS Lead Graphic Designer & Director of Art

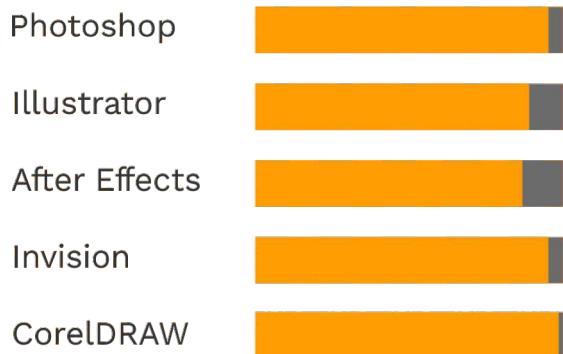
# Education

2011-2016	UNIVERSITY OF LAGOS, AKOKA Department of Zoology
2004-2010	NIGHTINGALE ACADEMY Alagbado, Lagos State
1997-2004	YETKEM EDUCATIONAL FOUNDATION Meiran, Lagos State.

# Other Qualifications

2018	National Youth Service Corps Certificate of Completion of Service
2018	DIPLOMA IN ADVANCED COMMUNICATION DESIGN Inno-versity

## Professional skills



## Personal skills

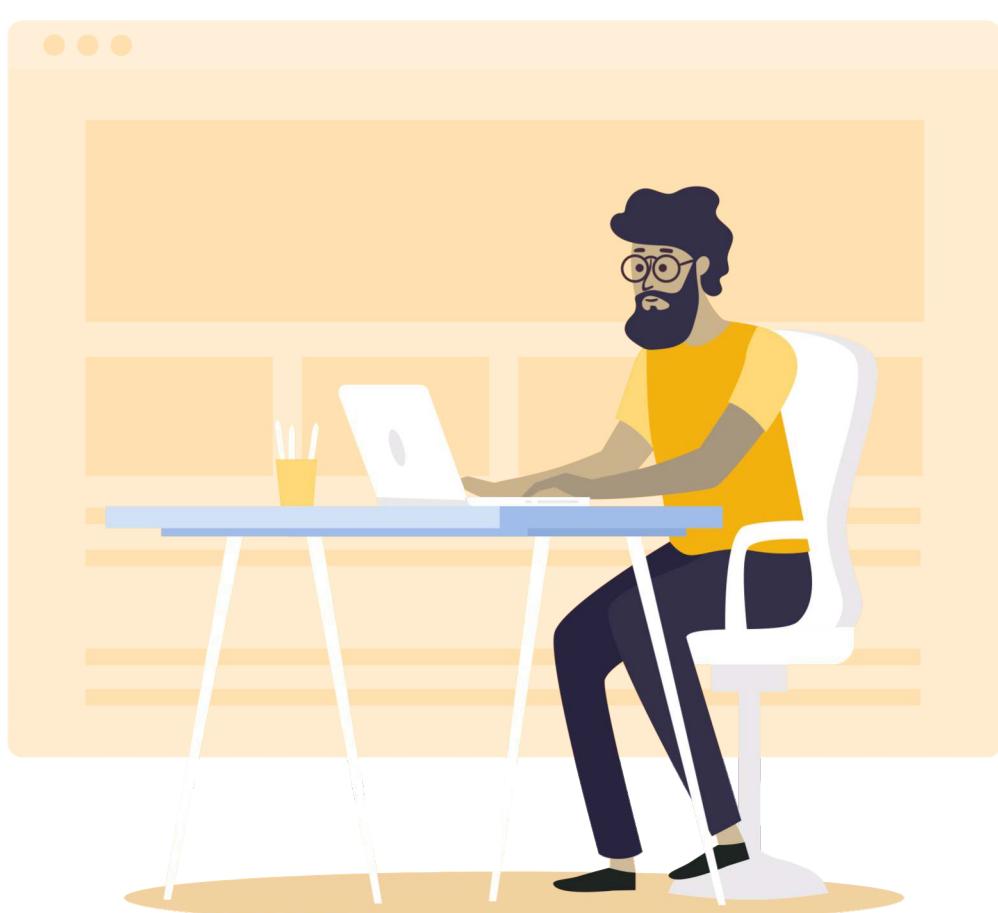


## Contact me

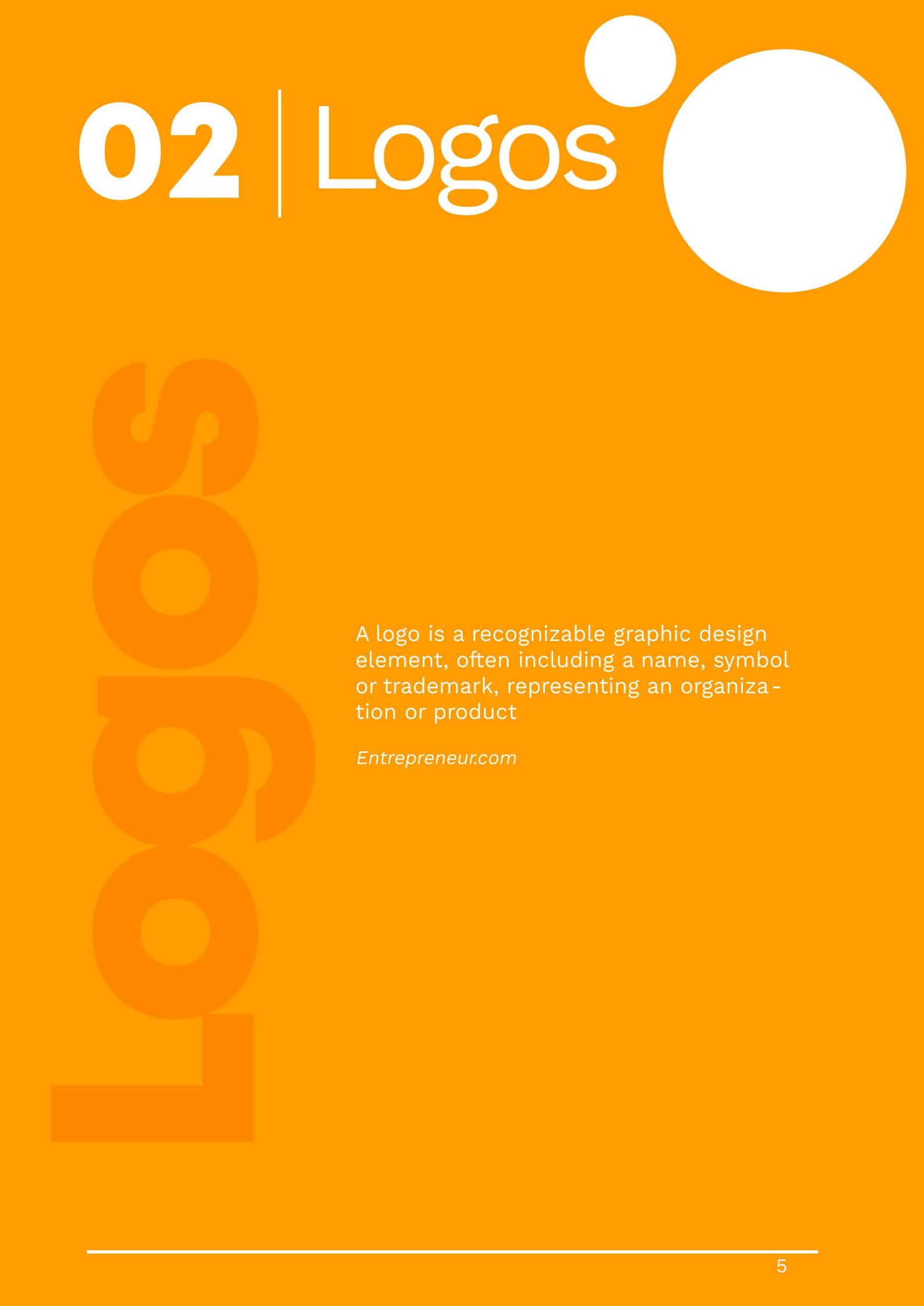
Phone  
08150368042

Address  
14, Nelson Mandela Drive, Crown  
Estate, Sangotedo.

Email  
[thaikuun@gmail.com](mailto:thaikuun@gmail.com)



# 02 | Logos



A logo is a recognizable graphic design element, often including a name, symbol or trademark, representing an organization or product

*Entrepreneur.com*



# 03 | Social Media Ads

A Poster is any piece of printed paper designed to be attached to a wall or vertical surface.

A flyer a form of paper advertisement intended for wide distribution and typically posted or distributed in a public place, handed out to individuals or sent through the mail.

*Wikipedia.com*

**Client**  
**VIP Logistics**

**Purpose:**  
Social Media Advertising

**No disappointments!**  
On-time delivery for as low as ₦500



Wow! So Quick?  
Sure! It's VIP Logistics.

0908 589 0000

**VIP logistics**

@vip\_logistics  viplogistics  
viplogistics2019@gmail.com



We are **always** there when you call  
0908 589 0000

**VIP logistics**

@vip\_logistics  viplogistics  
viplogistics2019@gmail.com

**Always on Time!**  
Super Fast Delivery Guaranteed



Want Super Fast Delivery?  
Call 0908 589 0000 Now!

0 10 20 30 40 50 60 70 80 90 100 110 120

**VIP logistics**

@vip\_logistics  viplogistics  
viplogistics2019@gmail.com

We are **SUPER FAST**  
Call: 0908 589 0000



Our Process is Simple!  
Call  Pick  Deliver 

★★★★★

**VIP logistics**

@vip\_logistics  viplogistics  
viplogistics2019@gmail.com

**Client**  
CashToken NG

**Purpose:**  
Social Media Advertising

## Change your Story

THE CASHTOKEN is an electronic Customer Loyalty and Celebratory Gift Commodity that offers LIFE-CHANGING OPPORTUNITIES AT EVERY POINT OF PATRONAGE.



Each CashToken is an Opportunity to win between **₦5,000 - ₦100,000,000** and Guaranteed Cash for iSavings or Cash Back!

 [www.cashtoken.ng](http://www.cashtoken.ng) 

## Change your Story

THE CASHTOKEN is an electronic Customer Loyalty and Celebratory Gift Commodity that offers LIFE-CHANGING OPPORTUNITIES AT EVERY POINT OF PATRONAGE.



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 [www.cashtoken.ng](http://www.cashtoken.ng) 

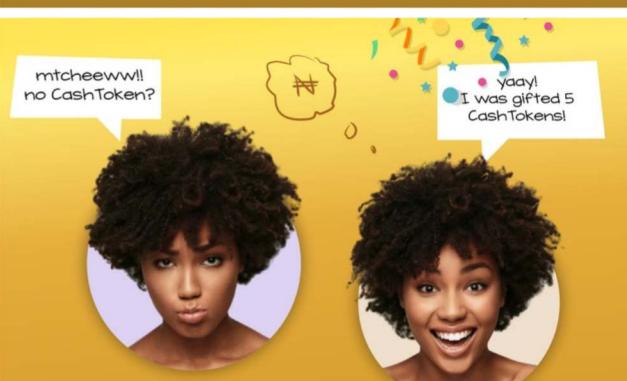
## Change your Story

One CashToken Can Make all the Difference.



Each CashToken is an Opportunity to win between **₦5,000 - ₦100,000,000** and Guaranteed Cash for iSavings or Cash Back!

 [www.cashtoken.ng](http://www.cashtoken.ng) 



mtcheeww!!  
no CashToken?

yaay!  
I was gifted 5  
CashTokens!

When you Gift CashTokens,  
you create Hope & Happiness.

 [www.cashtoken.ng](http://www.cashtoken.ng) 

**Client**  
Ellae Creative Agency  
**Purpose:**  
Social Media Advertising



**How big are your dreams?**

GET STARTED

Sign up for full-time and accelerated courses in Graphic Design, Web Development & Digital Marketing.

ellae. training  
training.ellaecreative.com



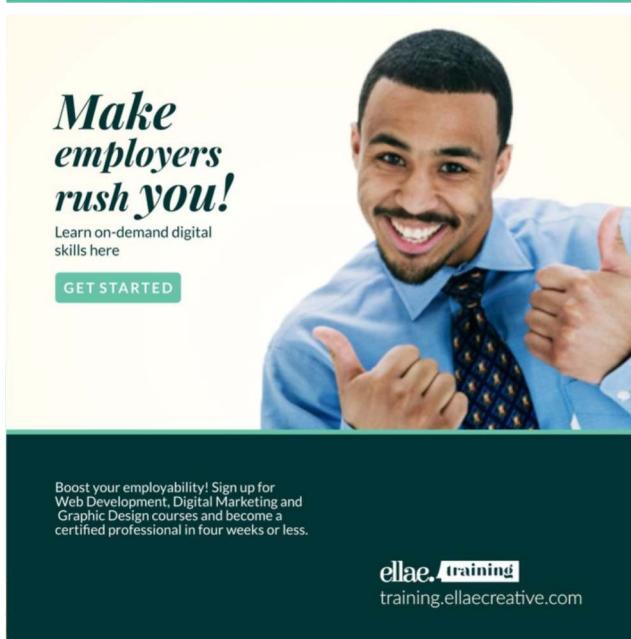
Enjoy a wide range of career options.

LEARN DIGITAL SKILLS NOW.

GET STARTED

FREELANCING  
DIGITAL MARKETING  
GRAPHIC DESIGN  
WEB DEVELOPMENT  
PROJECT MANAGEMENT  
BRAND MANAGEMENT  
PRODUCT DESIGN

ellae. training  
training.ellaecreative.com



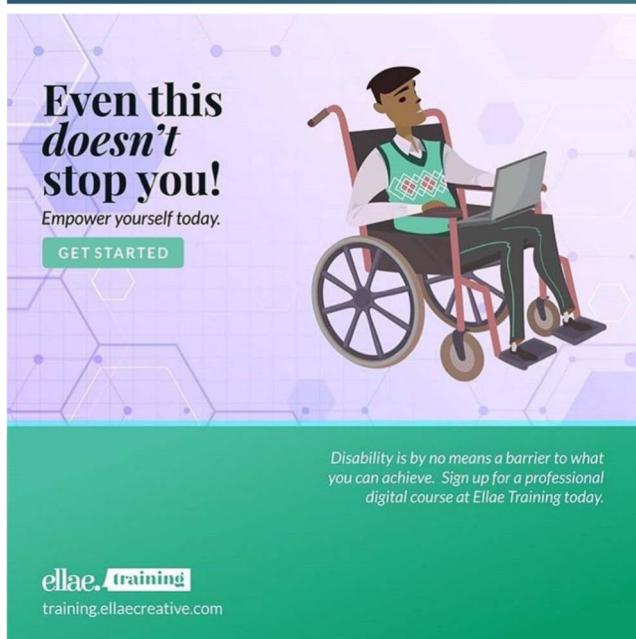
**Make employers rush you!**

Learn on-demand digital skills here

GET STARTED

Boost your employability! Sign up for Web Development, Digital Marketing and Graphic Design courses and become a certified professional in four weeks or less.

ellae. training  
training.ellaecreative.com



**Even this doesn't stop you!**

Empower yourself today.

GET STARTED

Disability is by no means a barrier to what you can achieve. Sign up for a professional digital course at Ellae Training today.

ellae. training  
training.ellaecreative.com

# 04

# Branding

“Recognizing the need is the primary condition for design.”

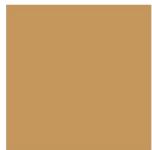
—Charles Eames

Branding

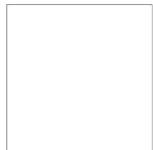


Client:  
Far Above Rubies

Colors Used



#C5975C



#ffffff



#000000

Industry

Fashion





Client:  
Brams Music School

Colors Used



#FF6A00



#4B4B4B

Industry

Music

## INSPIRATION



Piano + Letter B = Brams

The logo was inspired by the piano and a B was carved out from the inspiration.

The "B" is the first letter of the brand's name, making this logo the best and most effective option for the brand.



Get A  
Diploma  
Certificate  
In Music!



COURSE DURATION:  
You can choose between  
the 6-month or 1-year  
programme



ADMISSION FEE:  
**N 20,000  
ONLY**



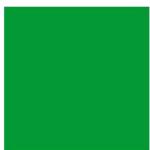
REGISTER NOW!  
To register, simply visit  
our website or call  
+234 809 287 0000 OR  
+234 806 448 2060

[school.bramsmusic.com](http://school.bramsmusic.com)



Client:  
Airmel

#### Colors Used



#029834



#98D549

#### Industry

Software-as-a-service

## Inspiration

The Airmel logo is a product of ~ 36 hours of meditation and persistent search for inspiration.



The Greetings Card



Message Sent Check Mark



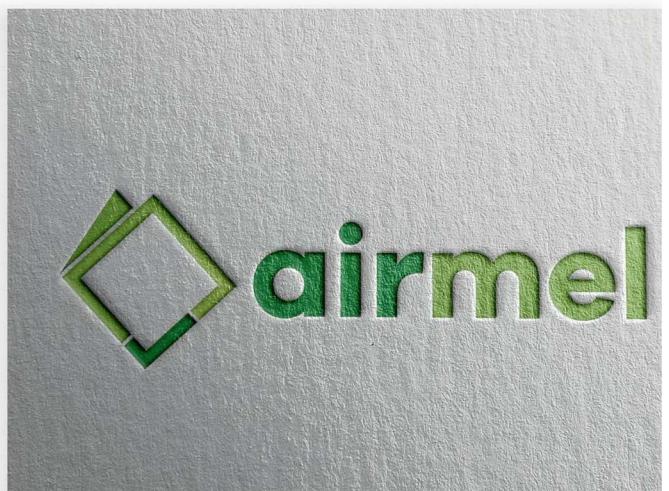
## Sample Applications

Website



## Sample Applications

Stationery



# 05 | Landing Pages

“I think the deeper you go into questions, the deeper or more interesting the questions get. And I think that’s the job of design”.

—Andre Dubus III

Client:

UandPet USA

The screenshot shows the homepage of UandPet USA. At the top left is the logo 'uandpet.' with a stylized dog head icon. To the right are links for 'Services', 'Log In', and a dark blue 'Sign Up' button. The main headline reads 'Find Your Dog's Other Best Friend.' Below it, a subtext says 'Find and access your own personal network of 5-star certified dog caregivers.' Two buttons are present: an orange 'Search Caregivers' button and a white 'Sign Up Free' button. To the right of the text is a large, stylized graphic of a woman wearing a hat and a white dog, surrounded by yellow and blue abstract shapes.

The screenshot shows a dark-themed email newsletter sign-up section. The background is a dark blue with a pattern of paw prints. The headline 'Are Your Pets Part Of The Family?' is centered in white. Below it, a subtext reads 'If so, enter your email below and we'll update you with all kinds of good stuff to keep them happy and healthy'. A white input field labeled 'Your Email Address' is on the left, and an orange button labeled 'I'm in!' is on the right.



#### Quick Links

- [Log In](#)
- [About Us](#)
- [Blog](#)
- [Become a Caregiver](#)
- [Guarantee](#)
- [Safety](#)

#### Services

- [Dog Boarding](#)
- [Dog Sitting](#)
- [Dog Walking](#)
- [Pet Taxi](#)
- [Interstate Transport](#)
- [Pet Shipping](#)

#### Support

- [Training Center](#)
- [Help Center](#)
- [Contact Us](#)
- [Media Center](#)
- [Terms of Service](#)
- [Privacy](#)

# Personal Project: Uptime Tracking Web App

The home page features a large central text area with the question "Is it down?". Below it is a subtext: "Ping your website from 5 global locations and get to know is it down instantly". A search bar with the placeholder "Enter domain" and a blue "→" button is positioned below the subtext. At the top left is a "Ping" icon with a blue dot. At the top right are navigation links: "Is it down", "Features", "Pricing", "Integrations", and a prominent blue "Get Alert" button.

**Trending websites availability**

Website	Domain	Status
Google	google.com	Up (Green)
Youtube	youtube.com	Down (Red)
Facebook	facebook.com	Up (Green)
Twitter	twitter.com	Up (Green)
Instagram	instagram.com	Down (Red)
LinkedIn	linkedin.com	Up (Green)

The page title is "Is Facebook down?", with a "Facebook" icon and "facebook.com" link above it. On the left, there are two cards: one showing a green "Up" status with "From 5 global locations" and another showing a blue "70 ms" with "Fastest response time". At the top right are navigation links: "Is it down", "Features", "Pricing", "Integrations", and a blue "Get Alert" button.

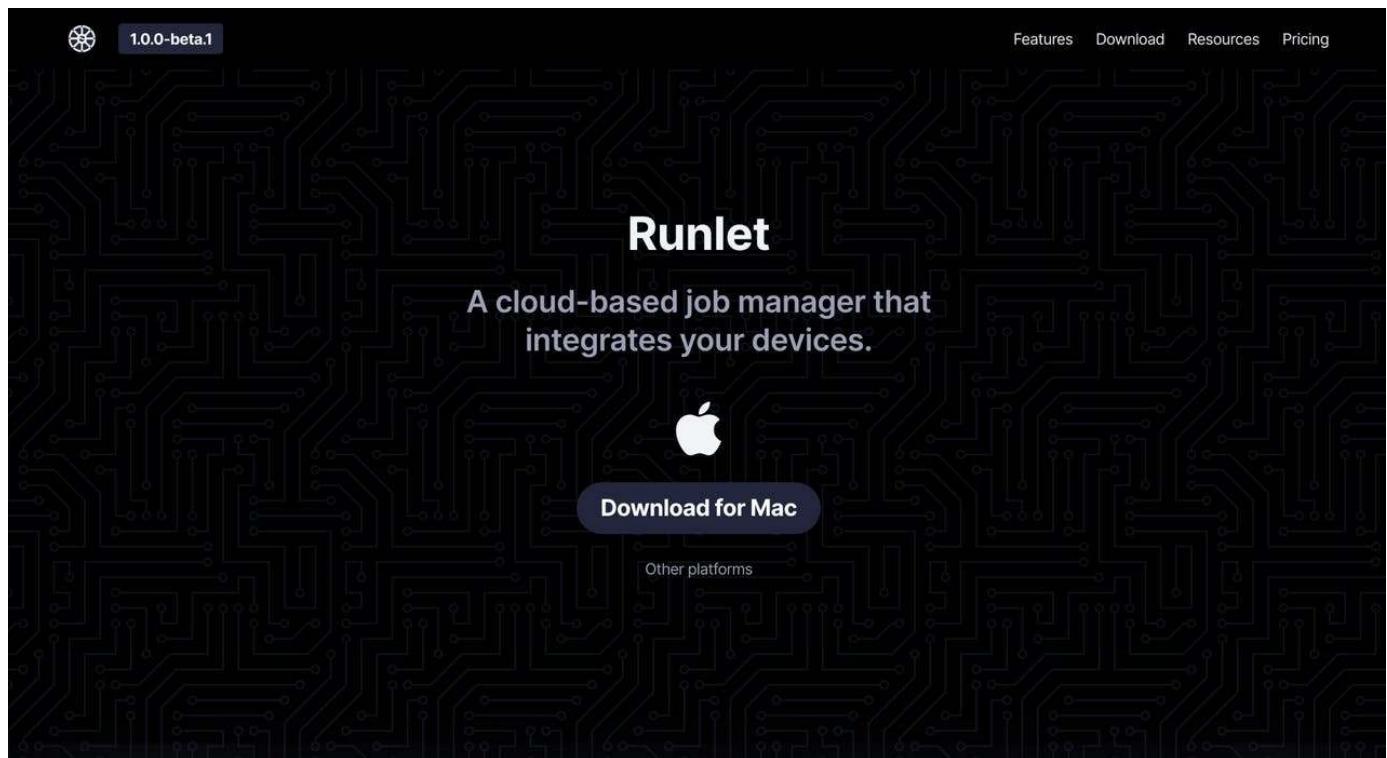
**Global Response Time**

22 August 2019, 6:29:51 PM

Region	Response Time (ms)	DNS	TCP	TLS	FirstByte
ASIA PACIFIC	967ms	~10%	~10%	~40%	~40%
US WEST	71ms	~10%	~10%	~10%	~10%
US EAST	454ms	~10%	~10%	~40%	~40%
EU WEST	345ms	~10%	~10%	~30%	~30%
SA EAST	583ms	~10%	~30%	~30%	~30%

Legend: DNS (Blue), TCP (Purple), TLS (Yellow), FirstByte (Red)

# Personal Project: Runlet Landing Page

A screenshot of the Runlet pricing table. It shows a comparison between the "Free" plan and the "Basic" plan. The "Free" plan has a single row with a minus sign. The "Basic" plan has six rows: Authorized Devices (3), Listed Jobs (5), Account Sync (✓), Scheduled Jobs (✗), Themes (✗), and Parallel Jobs (✗). The price for the "Basic" plan is "\$ TBA/month". A "Coming Soon" button is at the bottom of the table.

Features	Free	Basic
	-	\$ TBA/month
Authorized Devices	3	10
Listed Jobs	5	25
Account Sync	✓	✓
Scheduled Jobs	✗	✓
Themes	✗	✓
Parallel Jobs	✗	3

## Runlet

[FAQ](#)  
[Terms of Service](#)  
[Privacy Policy](#)

## Resources

[Blog](#)  
[Docs](#)  
[Releases](#)  
[Issues](#)

## Connect

[Email](#)  
 [GitHub](#)  
 [Reddit](#)  
 [Twitter](#)

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18

# Project:

## CashToken Landing Page

**CASHTOKEN**  
Spend • Win • Celebrate

How It Works   Testimonials   Account   **FAQ**

For Businesses   For Agents   For Customers

Create Account   Log in

# Welcome to CashToken

- Africa's Biggest Cash Rewards as a Service Platform
- Every CashToken gives a life-changing opportunity
- Every CashToken is a chance to win between N5,000 - N100,000,000

[Get Started](#)   [or watch testimonies](#)

Gift 'n Pay  
Gift CashTokens from Wallet  
Gift CashToken Points



**CASHTOKEN**  
Spend • Win • Celebrate

The CashToken is an electronic reward and celebratory commodity that offers life-changing cash opportunities to its beneficiaries.

Customers are given the opportunity to win between N5000 - N100,000,000 in the National Weekly Draws.

Available on Google play   Available on the iPhone

**Product**

- TV
- Help & Support
- FAQs
- Terms of Service
- About

**Partners**

- CeLD Innovations LTD
- FishBONE & LESTR
- Alexander Forbes
- Deloitte

**Contact**

Block A6 Suite 109,  
1004 Housing Estate,  
Victoria Island,  
Lagos.

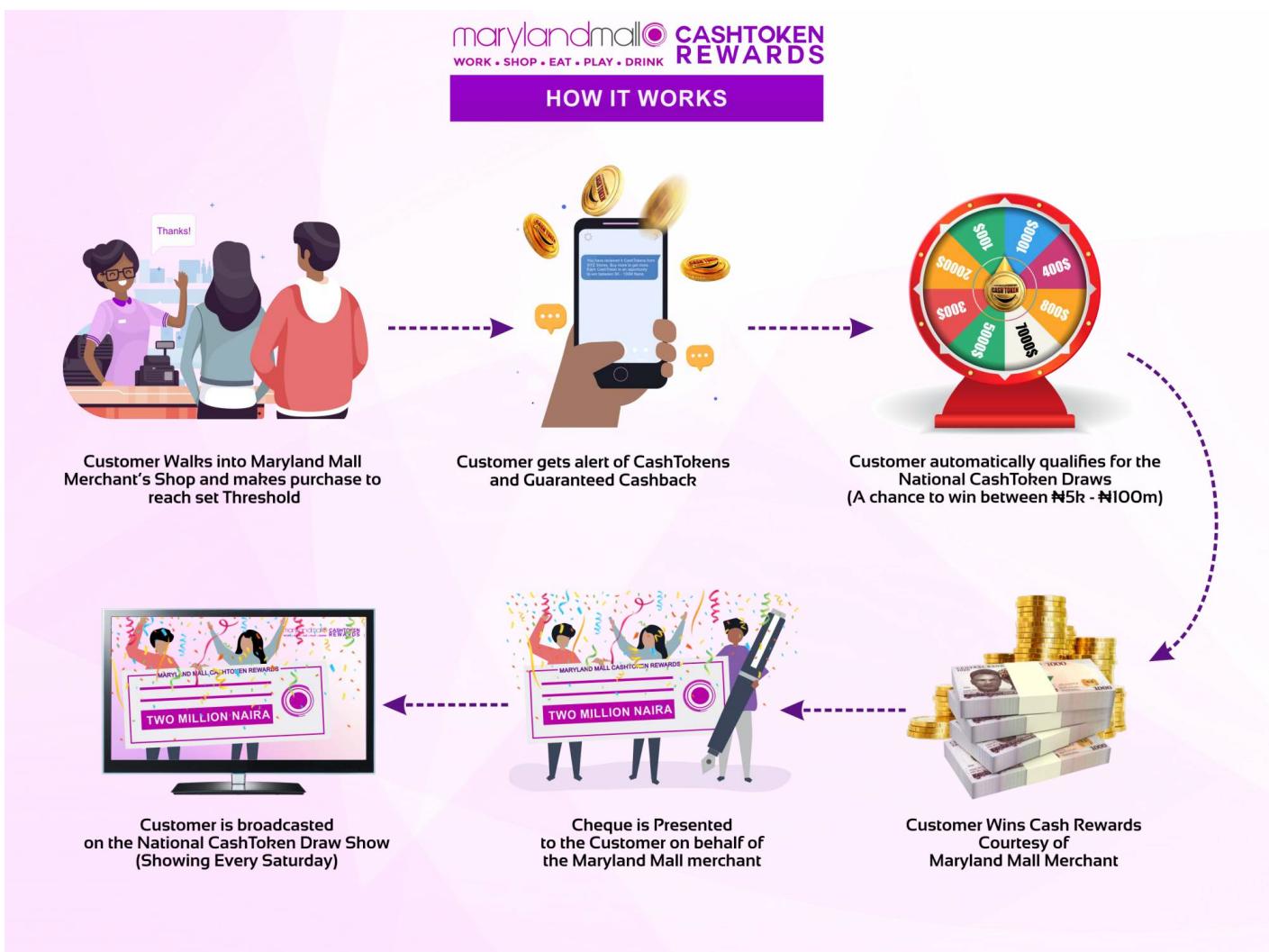
[Facebook](#)   [Twitter](#)   [Instagram](#)

# 06 | Infographics

“I think the deeper you go into questions, the deeper or more interesting the questions get. And I think that’s the job of design”.

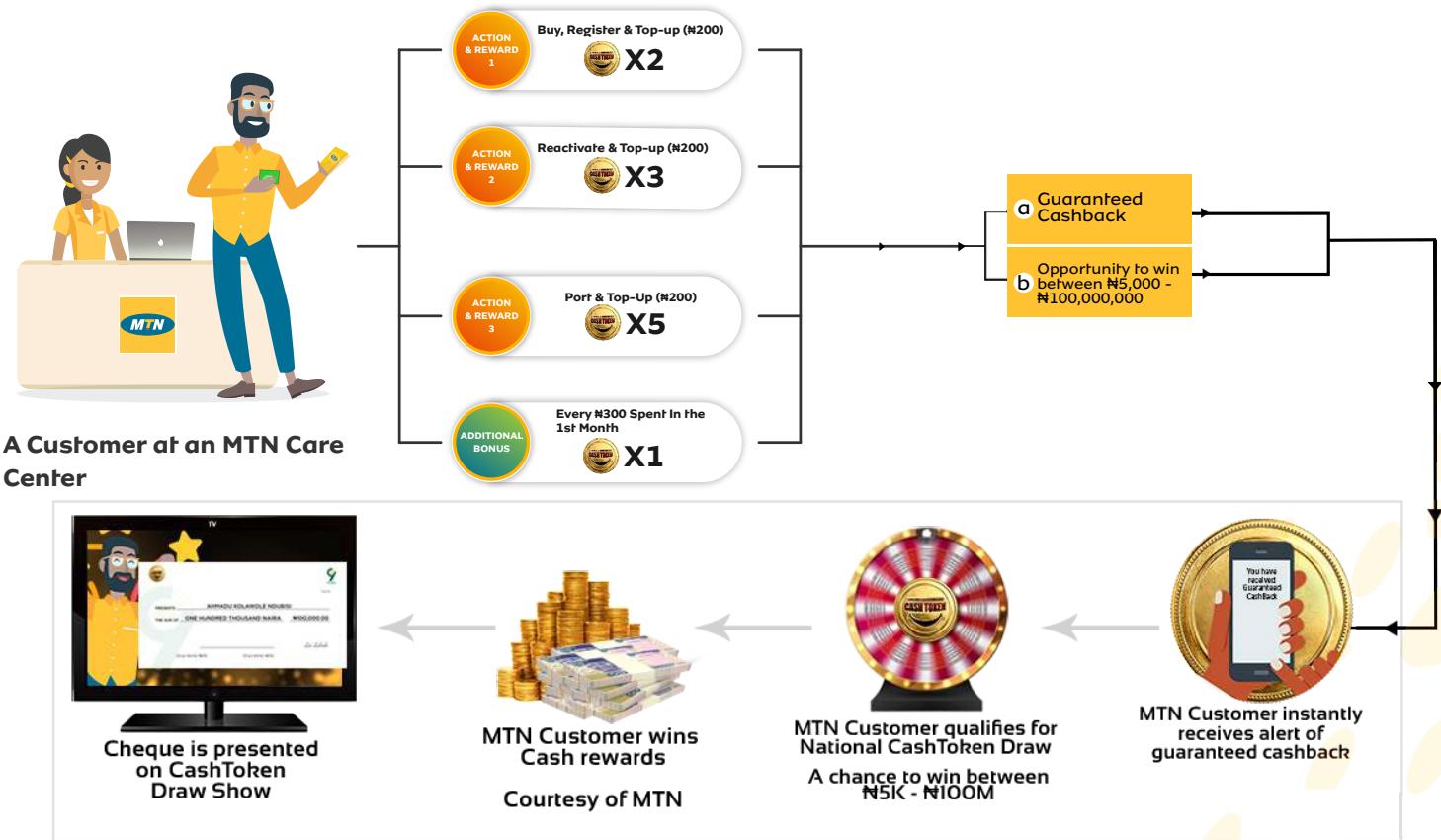
—Andre Dubus III

# Customer Journey



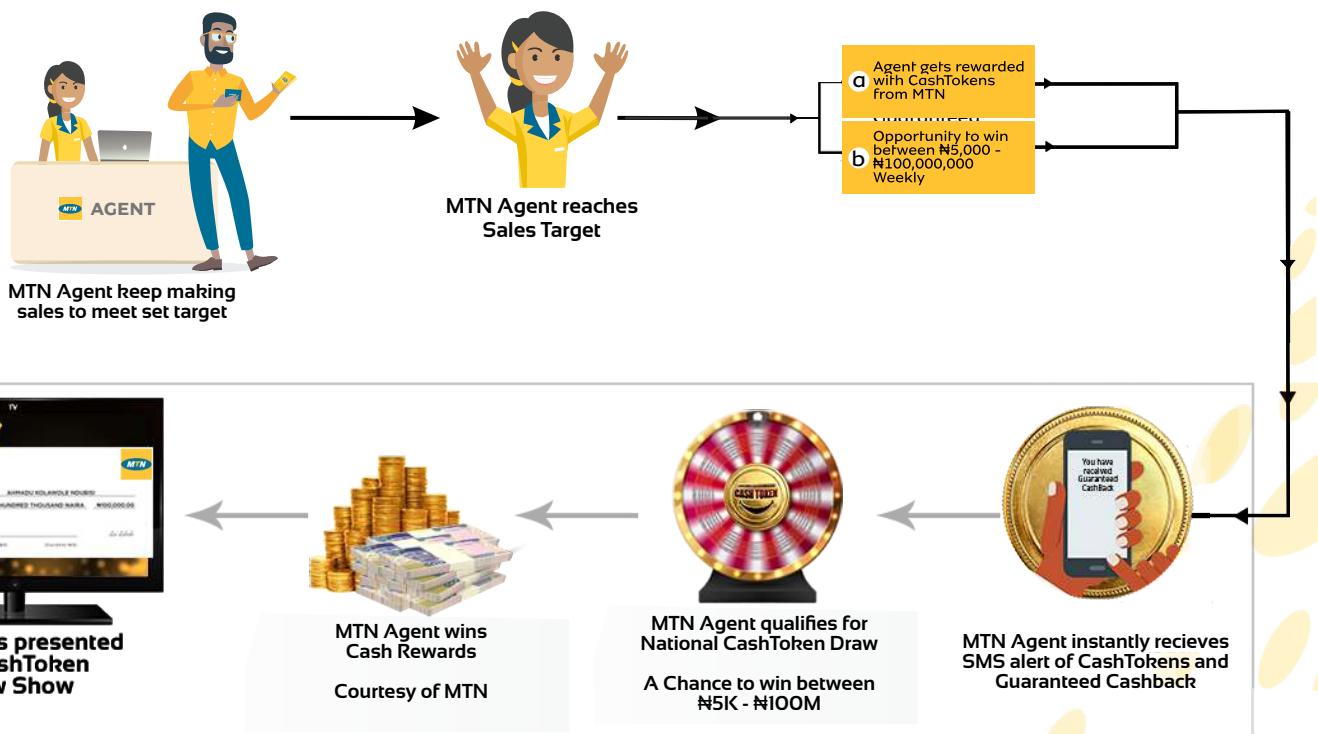
■ Customer Journey Design (An excerpt from a business proposal)

# Customer Journey



■ Customer Journey Design (An excerpt from a business proposal)

# Customer Journey



■ Customer Journey Design (An excerpt from a business proposal)



# Thank you

Thank you so much for reading through my portfolio. I can't wait to take part in your company and experience an exciting and amazing atmosphere together.

**I am looking forward to hearing from you**



Compiled & designed by  
Odukoya Yusuf  
09034834608



 [designeryusuf.github.io](https://designeryusuf.github.io)