



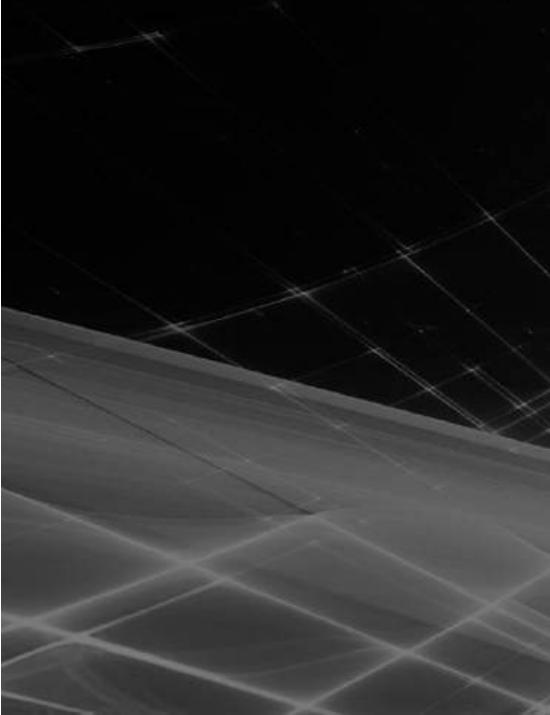
# Theophilus Ogbolu

## Graphic Designer Portfolio

# THEOPHILUS OGBOLU

Graphic Designer

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+2348067397793



## WORK EXPERIENCE

### Graphic Designer, Wragby Business Solutions

February 2022 – Present

- Established and maintained a consistent brand image through the design of a brand identity manual, company profile, and social media profiles.
- Led the design of impactful weekly social media content, banners, email templates, and newsletters.
- Produced digital and print materials for various mediums, ensuring uniform brand representation, resulting in a 27% increase in brand recognition.

### Visual Content Specialist, Astra

September 2021 – December 2023

- Developed a dynamic webpage using HTML and CSS, implementing prompt engineering for generating distinctive clothing style images via OpenAI.
- Utilized the Python Pillow package to create over 10,000 unique NFT images and metadata.
- Integrated Figma for efficient product prototyping, leading to a 33% reduction in design iteration time.

### Graphic Designer, Brandlife Limited

August 2019 – February 2022

- Collaborated with account managers to design marketing materials for HP, adhering to brand guidelines.
- Designed diverse marketing collaterals and presentations for pitches, conducted event center reconnaissance, and designed event center mockups using SketchUp and Blender.
- Developed responsive landing pages, resulting in a 15% reduction in campaign execution costs.

### Graphic Designer, AI Multimedia Academy

November 2016 – March 2018

- Conducted tutoring sessions for students in 3D modeling, animations, and graphic design.
- Developed diverse print materials for clients and actively contributed innovative design ideas in brainstorming sessions.

### Graphic / Web Designer Intern, IZA60 Solutions

January 2015 - November 2016

- Spearheaded a project integrating digital art into advertising campaigns, increasing user engagement by 21%.
- Utilized CorelDRAW for crafting logos and designing banners for web advertisements.
- Developed websites using HTML and CSS, optimized image sizes with Photoshop, resulting in a 60% improvement in website speed.

## EDUCATION

### B.Sc.Ed. in Computer Science

Ekiti State University

December 2009 - August 2015

## CERTIFICATES

### Product Design

Tech4Dev

November 2021 - January 2022

### Diploma in Desktop Publishing

Zenith School of Computer Studies

October 2004 - March 2005

## SKILLS

### Design Software

- |                |                  |
|----------------|------------------|
| • CorelDRAW    | • Microsoft Word |
| • Photoshop    | • PowerPoint     |
| • Illustrator  | • Blender 3D     |
| • Premiere Pro | • SketchUp       |
| • Figma        | • Godot          |

## REFERENCE

Will be provided on request

# IN A NUTSHELL

I am an inspired trailblazer who will go anywhere and do anything to proffer a solution to any problem. I pride myself in my readiness to do all it takes to create the best for brands.

**Notable areas of expertise include:** new media concepts, brand design and development, creative media strategies, print and interactive design, creative and technical writing. I design strategic plans and campaigns and — most importantly — I develop relationships.



# **DESIGNS FOR PRINT**

Print design represent a form of visual communication used to convey information to an audience through intentional aesthetic design printed on a tangible surface. This design is to be printed on paper and other materials, as opposed to presented on a digital platform.



## BACKGROUND

HP, this technology giant has globally captured its market and provides a broad range of hardware, software and services. The brand is not only a household name but it is also among the top technology suppliers for many of the world's largest enterprises.

Like other leading companies, HP knows the influence of branding and visibility as a marketing tool and for customer engagement; they have properly implemented an innovative strategy across various print media.

# TASK

The task is to create various print items — that adheres strongly to the brands guideline — to be used for In-store branding and out-of-home activities.

These items include  
Newspaper, Flyer,  
Brochure, Catalogue,  
Roll-up Banner,  
Dangler, Wobblers,  
Billboard, Lamp Post.  
Etc.





## BACKGROUND

For more than 75 years, Canon has been known for pioneering innovative imaging products. One of the world's largest manufacturers of cameras, copiers, and printers; the company maintains its leadership position by continuously innovating new features and technologies.

## TASK

The brand wants branding and promotional materials to create visibility and top of the mind awareness for activation events and in-store branding. These materials include Flyer, Danglers, Calender, and various Branded Items.



# Canon



# BACKGROUND

**Safe Way Right Way Uganda (SWRW)** is an NGO focused on improving road safety and is a result of a collaboration between the World Bank's 'Global Road Safety Partnerships' and Total Energies to improve road safety on Uganda's economically critical highways.

# TASK

To provide key visual materials to promote and encourage safety on the road.





## BACKGROUND

**Best4Less** is a World-class neighborhood supermarket that focuses on providing customers with a great and convenient shopping experience while providing high quality goods at affordable prices.

## TASK

The trend toward convenience has grown more pronounced during the pandemic. Between March and May 2020, when lockdowns were the most severe, the food-delivery market spiked. In this new light, **BEST4LESS** wants to create awareness on their delivery service. The task is to create a clear communication material that informs the public on this new service.

**SAME DAY DELIVERY NOW AVAILABLE**

*Shop for your groceries  
Without worries! We  
got you covered.*

**TO ORDER,  
PLEASE CALL  
07026736733**

Terms & Conditions apply.

**visit [www.best4less.ng](http://www.best4less.ng) to see more**

# SAME DAY DELIVERY NOW AVAILABLE

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# DESIGNS4DIGITAL

## Platforms

For businesses, social media platforms like Twitter, Instagram, YouTube and Pinterest are excellent spaces to engage directly with the real people who support you. It's where you create connections with content that entertains your followers while fostering brand awareness.



## BACKGROUND

**Brandlife** is a brand activation company that have continued to gain consumers' hearts across Africa. They have brought numerous brands to life by providing creative, experiential marketing services that satisfies their clients. They are professionals in brand activation campaigns, field marketing campaigns, events, conferences, sales force management and digital marketing.

## TASK

The task is to operate hand in hand with the digital team to expand their online presence and grow their social media followings. This will require me to provide digital contents on regular basis to drive online engagement.





## TASK

In order to strengthen their online presence and to further create awareness on their new delivery service, a series of related creatives was needed to carry out this campaign.



The image displays a variety of promotional materials for Best 4 Less:

- Top Left Banner:** A vertical banner featuring a shopping cart filled with groceries in front of a laptop screen showing the website. Text: "A DIFFERENT KIND OF SHOPPING EXPERIENCE. Your essential grocery at your door step." Call to action: "Call Us Now: +234-702-673-6733" and "visit [www.best4less.ng](http://www.best4less.ng) to place an order today".
- Top Middle Banner:** A vertical banner showing a person's hands typing on a laptop keyboard. Text: "SHOP MORE! SPEND LESS. Your essential grocery at your door step." Call to action: "Call Us Now: +234-702-673-6733" and "visit [www.best4less.ng](http://www.best4less.ng) to place an order today".
- Top Right Banner:** A vertical banner featuring a smiling delivery person in a red uniform holding a grocery bag. Text: "SIMPLE SHOPPING DELIVERY TO YOUR DOORSTEP. Same Day Delivery Now Available, visit [www.best4less.ng](http://www.best4less.ng) to see more". Call to action: "Call Us Now: +234-702-673-6733".
- Middle Left Banner:** A vertical banner showing a woman sitting on a couch looking at her phone. Text: "SHOP CONVENIENTLY - SAME DAY DELIVERY AVAILABLE. Same Day Delivery Now Available check us nearby, visit [www.best4less.ng](http://www.best4less.ng) to see more". Call to action: "Call Us Now: +234-702-673-6733".
- Middle Center Banner:** A vertical banner with a white background. Text: "STAY HOME, SHOP NOW AND WE'LL DELIVER. Your essential products at your doorsteps". It features a small illustration of a delivery person at a door. Call to action: "www.best4less.ng | +234-702-673-6733".
- Bottom Right Banner:** A horizontal banner featuring a close-up of a grocery bag filled with bread, fruit, and vegetables. Text: "AT BEST4LESS, WE FULFIL ALL YOUR NEEDS. Your essential grocery at your door step." Call to action: "Call Us Now: +234-702-673-6733".



## BACKGROUND

**Haven Opticals** is an eye clinic that specialize in caring for all vision needs. They handle everything from eye tests, preventative care, treatment, hard-to-fit contact lenses, computer vision problems, specialty lenses to low vision and blindness rehabilitation.

## TASK

To maintain their online presence and to create good eye care awareness it was required I produce a series of digital artwork to convey this message to the target audience.



HAVEN

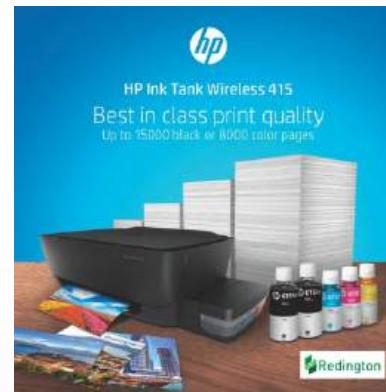


## BACKGROUND

HP has built a following of more than 8.5 million across Facebook, LinkedIn, Twitter, Instagram, Google+ and Vine. HP has become the first company to gain 1 million followers on LinkedIn all across the globe.

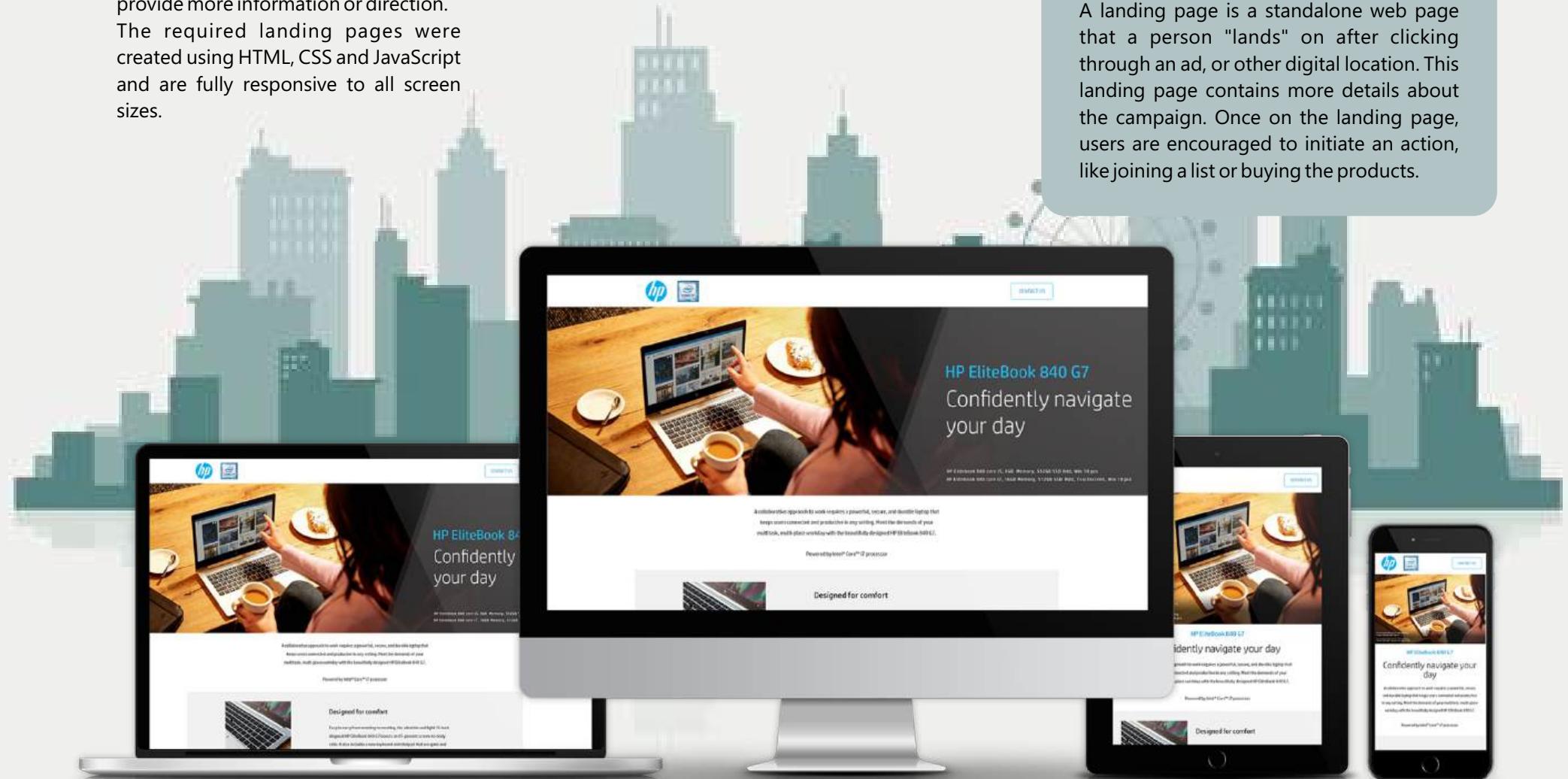
## TASK

To provide digital content that adhere strongly to the brand's guideline to promote sales of their various range of SKUs to be used across all Social Media platforms.



# TASK

In addition to the designing digital campaign creatives, it is often required I create an engaging **LANDING PAGE** to further drive interaction with users and provide more information or direction. The required landing pages were created using HTML, CSS and JavaScript and are fully responsive to all screen sizes.



## LANDING PAGE

A landing page is a standalone web page that a person "lands" on after clicking through an ad, or other digital location. This landing page contains more details about the campaign. Once on the landing page, users are encouraged to initiate an action, like joining a list or buying the products.

# Branding

If you want to build a successful brand, you need to be recognizable. The right branding (including designing an impactful logo, and other brand assets) helps you carve out a distinct style, and it increases your brand recognition in the market.





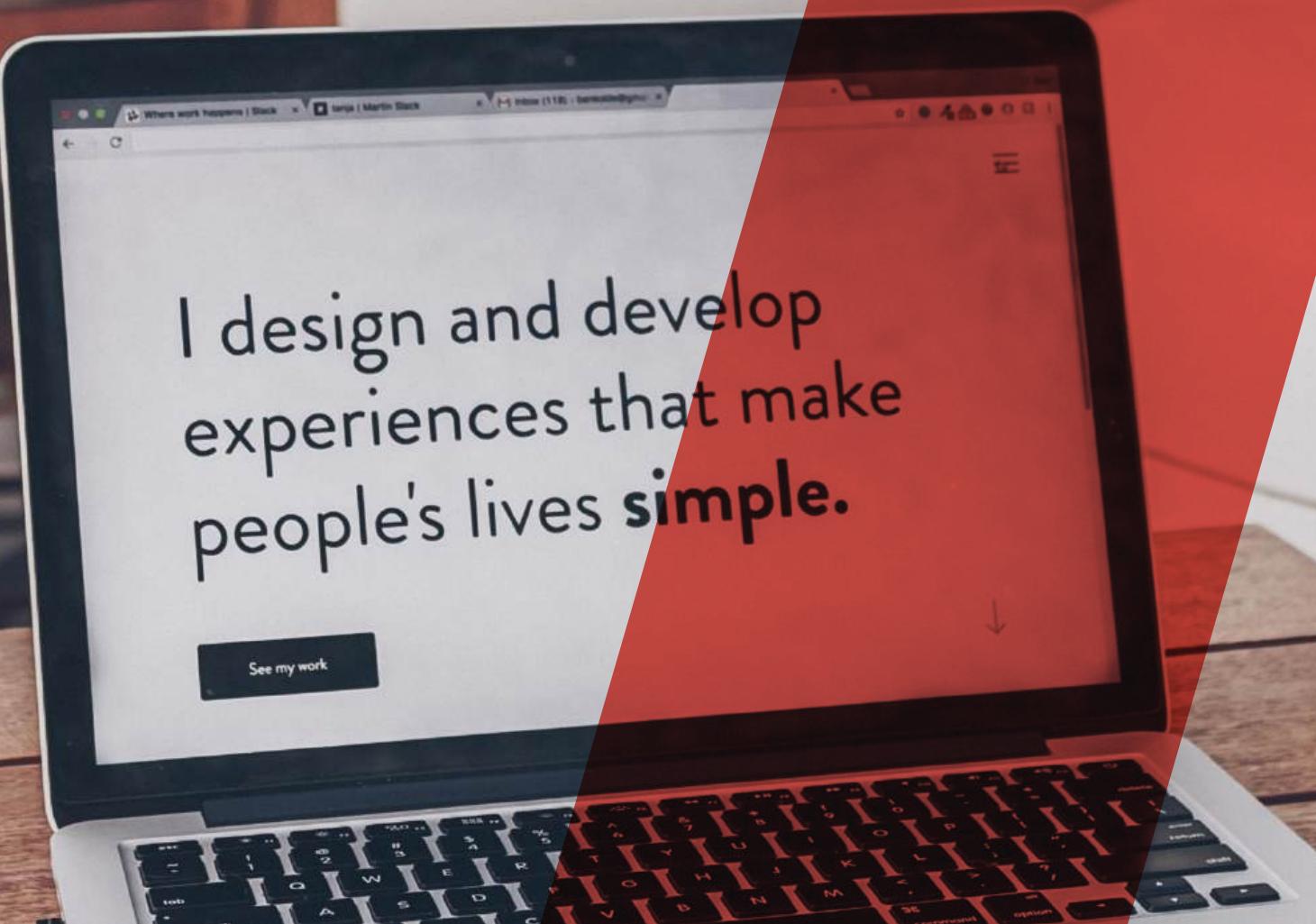
## BACKGROUND

**Imaginative EXP** is a conceptualized brand that provides tech services and solutions to its clients across the country.

## TASK

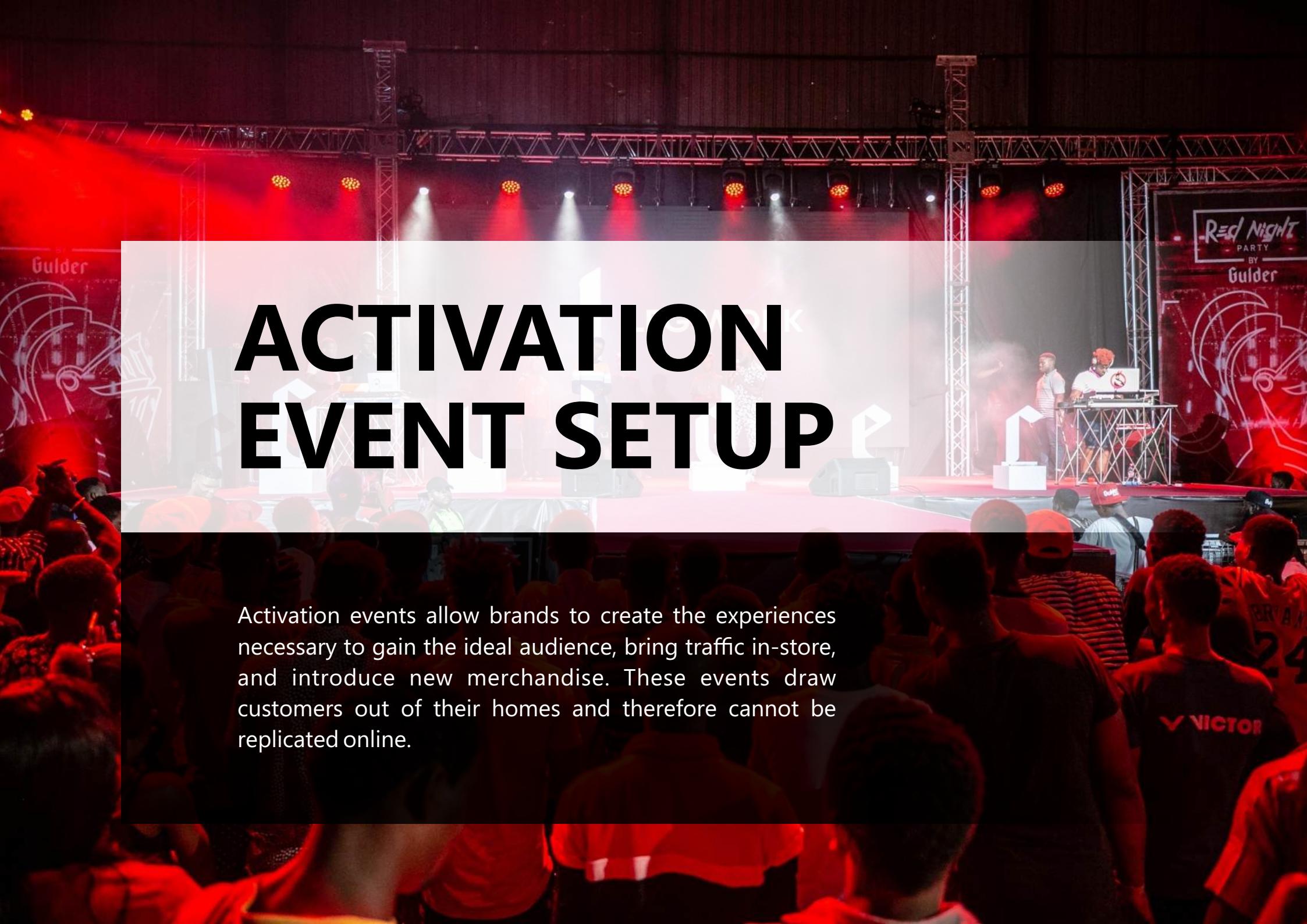
To show the visible elements of a brand, such as color, design, and logo, that identify and distinguish the brand in consumers' minds. The images show mockups of the brand identity usage on various items.





I design and develop  
experiences that make  
people's lives **simple.**

See my work

A wide-angle photograph of a night event. In the foreground, the backs of many people's heads are visible, mostly men wearing red baseball caps. In the middle ground, a stage is set up with a DJ standing behind a turntable under bright red and white stage lights. A large screen in the background displays the text "Red Night PARTY BY Gulder". The overall atmosphere is dark and energetic.

# ACTIVATION EVENT SETUP

Activation events allow brands to create the experiences necessary to gain the ideal audience, bring traffic in-store, and introduce new merchandise. These events draw customers out of their homes and therefore cannot be replicated online.



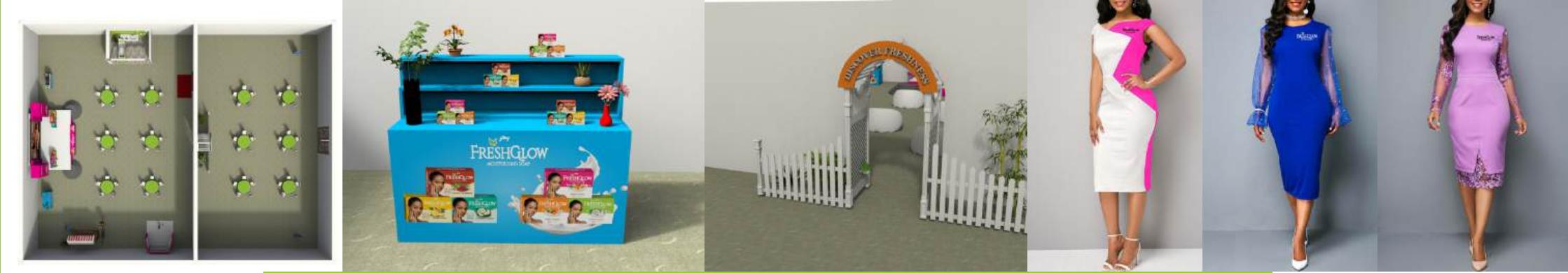
## BACKGROUND

The Red Night Party is an initiative of Gulder in line with the brand's charge to inspire Nigerians to Own Their Journeys and bravely pursue their goals, creating unique and fascinating stories of triumph along the way.

## TASK

To provide the overall ambience and look and feel of the event showing hall arrangement, items placement/branding to increase brand's visibility. These items include: Media Wall, Stage Design, Event Props, Neon wall light, Secret box, Disposable Cup Brand Ambassadors Outfit, Etc.





Godrej  
**FRESHGLOW**

## BACKGROUND

In view of similar steps taken by companies globally and consumer demand for more inclusive products to fight racial discrimination, Godrej has taken a step in the right direction by deciding to rebrand their soap range from FairGlow to FairGlow.

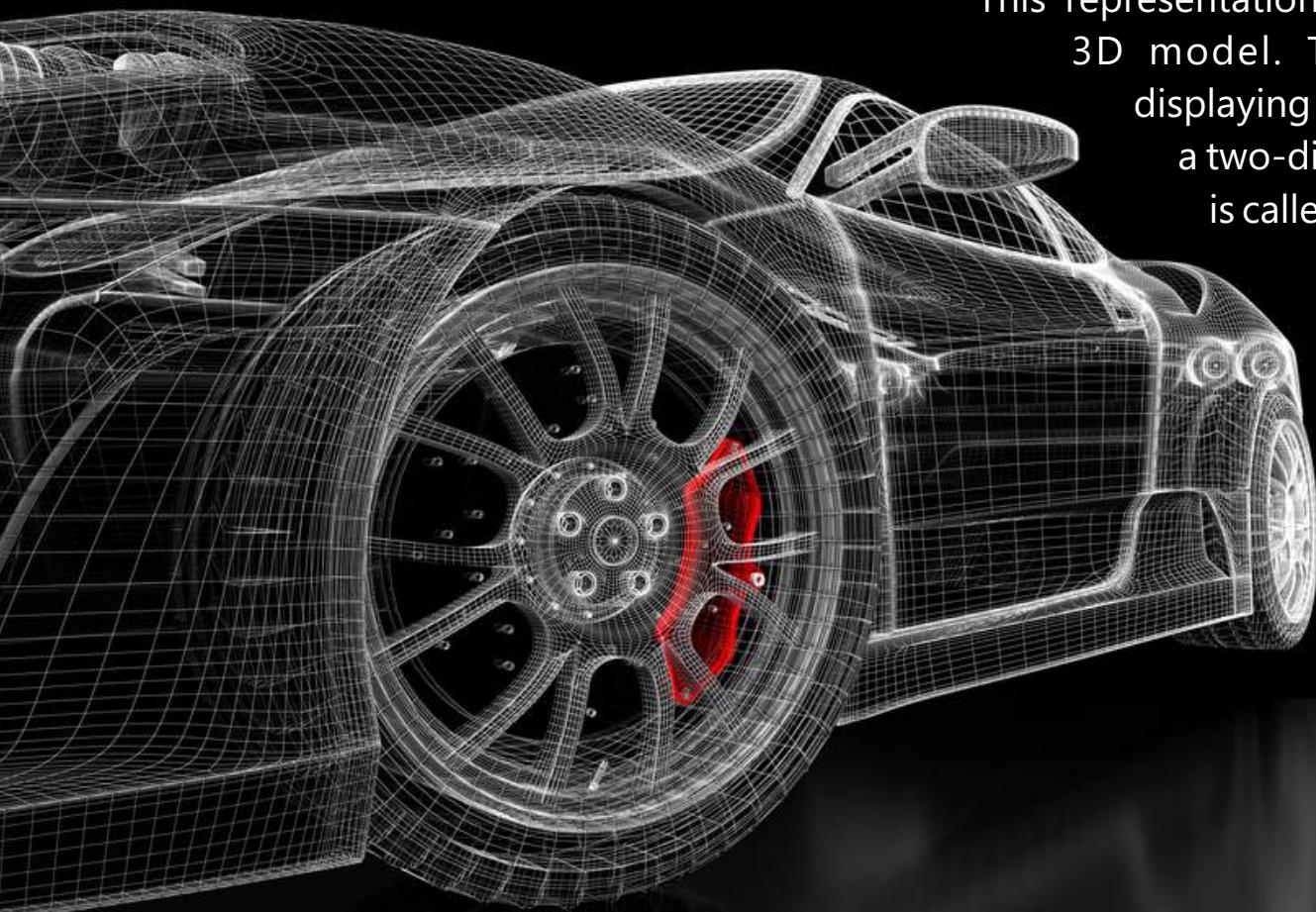
## TASK

To provide the hall setup which shows the seating arrangement and the various branded items that will be used for the activation.

# 3D Models

3D (3 dimensional) modeling basically refers to the process of developing the mathematical representation of any surface of an object in three dimensions using specialized software.

This representation is considered a 3D model. The process of displaying the 3D model as a two-dimensional image is called 3D rendering.





TENAX  
MARINE  
LTD

## BACKGROUND

**Tenax Marine Limited** is one of Nigeria's leading indigenous marine services provider, with a clientele base that includes the biggest names in the Nigerian Oil & Gas industry.

## TASK

They intend repainting one of the many shipping vessels they operate. They request to see a 3D Model of the ship with their required texture/color option. This will enable them make design decision and corrections easily before proceeding to painting the actual Ship.



**Bennie Purrie**



## BACKGROUND

The 'Bennie Purrie' is Nigeria's first locally manufactured carbon fibre sports car. The novelty vehicle was produced and unveiled by 25-year-old Nigerian Fabrication Engineer and CEO of **Bennie Technologies Ltd**, Jerry Isaac Mallo.

Bennie Technologies are also into fabrication of agricultural processing machines.

## TASK

To produce 3D CAD Designs of Bennie Purrie and the modified small shredder.

