

Animashaun Paul, Graphic Designer

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PROFILE

Graphic designer with 4+ years of experience creating visually compelling designs that resonate with audiences. Specializes in branding, color theory, and print design, developing cohesive and memorable identities. Committed to simplicity, aesthetics, and delivering impactful designs that inspire. Continuously exploring new trends and open to embracing diverse creative opportunities to enhance skills and deliver value..

PROFESSIONAL EXPERIENCE

THE HILL EMISSARIES

Remote. Tampa, Florida

Creative Brand/Graphic Designer

Sept 2024 - Present

- Created the brand's visual identity with cohesive colors and designs, providing the founder with clear direction for a swift and successful launch.
- Designed 10+ program flyers, effectively communicating key messages and resonating with the target audience.
- Completed and delivered 30+ branded materials, including jotters, backdrops, shirts, placards and print mockups, elevating programs professionalism and boosting outreach engagement by 35%.
- Spearheaded the development of the brand's creative vision, aligning all deliverables with its mission, securing the founder's 100% satisfaction and confidence in the brand's direction and identity.

KAAPIT GRAPHICS STUDIO

Remote. Lagos, Nigeria

Freelance Graphic Designer

Oct 2019 - Nov 2024

- Directed a graphics team to develop branding concepts for 20+ SMEs in Lagos State University Ojo Campus, boosting visual identity and brand promotion.
- Developed packaging and promotional flyers specifically aligned with vendor specifications, enhancing product visibility and resulting in a notable increase in sales across 10+ product lines.
- Prepared custom logos for diverse clients, applying color theory and achieving 100% satisfaction rate.
- Partnered with printing presses to deliver high-quality materials for weddings, corporate events, and professional use, completing 30+ flyer designs and 10+ Logos.

EVERYTHING PSYCH NG

Remote. Lagos, Nigeria

Freelance Graphic Designer

May 2021- July 2024

- Directed a team of 5 graphic designers, delivering targeted training on Adobe Illustrator, Photoshop, and Canva, resulting in a 40% improvement in team productivity and creative output.
- Revamped and standardized 15+ design templates, driving a 20% improvement in branding consistency and enhancing recognition across all platforms.
- Prepared webinar and event flyers, increasing publicity and boosting event attendance by 30%.
- Ensured strict adherence to brand standards across 10+ WhatsApp group, achieving a cohesive and recognizable visual identity that boosted brand recognition by 30%.

TECHIVATE

Remote. Lagos, Nigeria

Graphic Designer

Apr 2024 - Sept 2024

- Strategically crafted high-performing social media visuals and promotional materials, achieving a 20% increase in brand consistency and audience engagement across all digital platforms.
- Implemented a feedback loop among 4 designers, yielding a 50% improvement in concept alignment and ensuring cohesive design elements across 5 major projects, enhancing overall client satisfaction.
- Produced innovative digital assets that elevated online visibility by 10%, driving increased audience interaction and successfully highlighting key offerings to target demographics.

GTEXT HOMESRemote. Lagos, Nigeria

Graphic DesignerJuly 2024 - Sept 2024

- Developed innovative visual content strategies; collaborated with teams to generate fresh concepts leading to improved client satisfaction rates as evidenced by positive feedback received from three key accounts on design quality.
- Launched and formatted visually appealing monthly reports for internal and client-facing purposes, ensuring clarity and professionalism.
- Crafted visually compelling graphics including promotional videos and targeted social media posts that drove a remarkable increase in audience interactions to over 500 per campaign during peak periods of real estate promotions

ACME SOFTWARE LABRemote. Lagos, Nigeria

Brand DesignerJune 2024- Aug 2024

- Spearheaded the creation of high-impact logos and typography using Adobe Illustrator, effectively translating client visions into compelling brand narratives that aligned with their strategic goals.
- Executed comprehensive design workflows, from concept development to final assets, refining client visibility and achieving key business objectives through tailored and polished design solutions

EDUCATION

B.Sc PsychologyCGPA

Lagos State University, Ojo Lagos, Nigeria (2020-2024)4.82/5.0

SOFTWARES, TOOLS, AND SKILLS

Design Tools & Software: Adobe Illustrator, Photoshop, CorelDRAW, Canva, Figma, Premiere Pro, Pixellab, Filmora, Capcut

Core Skills: Branding & Identity Design, Logo Creation & Typography, Print & Layout Design, Presentation & Pitch Deck Design, Video Editing, Social Media Content Design, Color Theory & Visual Hierarchy

Collaborative & Project Skills: Design Workflow Optimization, Client-Focused Problem-Solving, Quality Assurance in Design Projects, Cross-Team Collaboration (with marketing, printing teams, etc.), Agile Project Management (e.g., Jira/Slack proficiency)