

# Animashaun Paul, Graphic Designer

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I'm a graphic designer with over 4 years of experience. I love creating visually compelling and memorable designs that resonate with audiences. I'm passionate about problem-solving and finding creative ways to communicate brand identity effectively. I work on all aspects of design, from concept development to the final product. My goal is to build strong, cohesive brands that people connect with, focusing on simple and aesthetically pleasing designs. I'm always learning and exploring new trends, with a particular interest in branding, color theory, and user print design. I am also open to new experiences in design.

## Professional Experience

### KAAPIT GRAPHICS STUDIO

Lagos, Nigeria

Freelance Graphic Designer

October 2019 - Present

- Led the graphics team in creating innovative branding concepts for SMEs, helping businesses strengthen their visual identity and promote their brands effectively.
- Designed a wide range of print assets, including packaging materials and promotional flyers, tailored to the unique needs of different vendors, enhancing product presentation and marketability.
- Developed custom logos for various clients, ensuring precise alignment with customer preferences and utilizing color theory to bring their ideas to life.
- Collaborated closely with printing presses to ensure high-quality production of design materials, overseeing branding projects for weddings, corporate events, and professional use.

### EVERYTHING PSYCH NG

Remote. Lagos, Nigeria

Freelance Graphic Designer

May 2021 - July 2024

- Led and coordinated a team of graphic designers, providing guidance and training on design tools like Adobe Illustrator, Photoshop, and Canva (for mobile designers) to enhance team creativity and efficiency.
- Revamped existing design templates, creating more modern and visually appealing versions that improved the overall branding consistency.
- Spearheaded the design of webinar and event flyers, leading to increased publicity and awareness, which resulted in a significant boost in event attendance.
- Ensured all design outputs aligned with the brand's visual identity and standards, fostering a cohesive and recognizable brand presence across various platforms.

### PSYCHO-WIZARD

Remote. Lagos, Nigeria

Graphic Designer

May 2023 - February 2024

- Designed engaging carousels for social media pages, ensuring consistent use of brand colors and style to maintain a cohesive brand identity across all platforms.
- Created visually striking flyers and digital assets that enhanced the brand's visibility and appeal to its target audience.
- Worked closely with the marketing team to ensure all promotional materials aligned with the brand's guidelines, resulting in a unified and professional appearance across all campaigns.

### TECHIVATE

Remote. Lagos, Nigeria

Graphic Designer

April 2024 - September 2024

- Designed visually engaging content for social media campaigns and promotional materials, ensuring consistent use of brand colors and design elements across all platforms.
- Collaborated with the marketing team to develop creative assets that effectively communicated the company's offerings and boosted online visibility.
- Maintained brand consistency by adhering to established design guidelines, enhancing the company's overall aesthetic and brand recognition.

### ACME SOFTWARE LAB

Remote. Lagos, Nigeria

Brand Designer

June 2024 - August 2024

- Conceptualized and developed comprehensive brand identities from initial sketches to final designs, ensuring cohesive visual representation across various platforms.
- Utilized Adobe Illustrator to create compelling logos, typography, and visual elements that effectively communicated brand values and objectives.
- Designed branding materials, including business cards, brochures, and digital assets, resulting in an increase in brand recognition and customer engagement.

**Remote. Lagos, Nigeria**

July 2024 - September 2024

- Designed engaging thumbnails, video frames, and social media flyers to boost audience interaction and increase brand visibility for real estate promo offers and packages.
- Created and formatted monthly reports, ensuring clear, visually appealing presentations for both internal and client-facing purposes.
- Collaborated with other designers to brainstorm and develop more creative and appealing design concepts, enhancing the overall quality of visual outputs.
- Developed promotional materials and digital assets for marketing campaigns, driving a notable increase in audience reach and engagement.

## CGPA

4.83/5.00

Lagos State University, Ojo Lagos, Nigeria (2020-2024)

Adobe Illustrator	Adobe Photoshop	CorelDraw	Canva	Figma	PicsArt	Pixellab	Logo	Typography
Color Theory	Creativity	Layout Design	Print Design	Jira	Slack	Branding	Brand Strategy	
Time management	Team Spirit	Project Management	Time Management		Creativity	Team Player	Mockups	
Technical proficiency	Attention to Details	Branding Strategies	Adaptability		Strong Communication			
Presentation Design	Banner Design	Flyer Design.						