

Animashaun Paul, Graphic Designer

Lagos, Nigeria

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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

Freelance Graphic Designer

Remote. Lagos, Nigeria

Oct 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

Freelance Graphic Designer

Remote. Lagos, Nigeria

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

Graphic Designer

Remote. Lagos, Nigeria

May 2023 - Feb 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

Graphic Designer

Remote. Lagos, Nigeria

Apr 2024 - Sept 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

Brand Designer

Remote. Lagos, Nigeria

June 2024- Aug 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

- 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

Education	
<div><div>B.Sc, Psychology</div><div>Lagos State University, Ojo Lagos, Nigeria (2020-2024)</div></div>	<div><div>CGPA</div><div>4.82/5.00</div></div>

Softwares, Tools, and Skills							
Adobe Illustrator	Adobe Photoshop	CorelDraw	Canva	Figma	PicsArt	Pixellab	Logo
Typograph	Color Theory	Creativity	LayoutDesign	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.			