

## Lateefat Odeyemi-Aliu Oluwatosin

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### Headline

Creative & hardworking Graphic designer skilled at creating professional artwork, infographics and digital marketing content with Adobe Illustrator, Photoshop and InDesign.

Fast learner with time management abilities and detailed oriented team player. Currently based in Manchester United, Kingdom.

### Skills

- Sound Knowledge of Adobe Illustrator, Adobe Photoshop and Adobe Indesign, Sketching.
- Strong experience with Microsoft Office suite.
- Visual communication skills.
- Design strategy.
- Solid understanding of design principles using typography, colors and layouts.

### Experience

#### Graphic designer,

[Famasi](#), Lagos, Nigeria.

February 2021 – March 2022.

#### Responsibilities:

- **Liaised** with marketing team in using an iterative approach to design appealing product packaging and brand assets
- **Collaborated** with engineering team on copy and iconography for the product website helping to ensure brand cohesion
- **Designed** assets for use on social media channels that led to a **10%** increase brand reach and lead generation
- **Created** slide templates for presentations within the team in an effort to reduce time spent on preparing for team reports and external presentations.
- **Participated** in Due Diligence calls with Famasi's investors to explain the companies brand vision and strategy during the company's \$100,000 seed funding round.

#### Graphic Design Intern,

[Redwire Marketing Consulting](#), Lagos, Nigeria.

August 2021 – January 2022.

#### Responsibilities:

- **Developed** logo designs for the Edo State Government, Besty Obaseki Women Football Tournament and Sanaa.

- **Created** Flyer designs for the Edo State Tax Enlightenment and Education Programme
- **Produced** Billboard Design options for the Edo State Production centre.
- **Collaborated** with Senior designers on a strategic proposal for Circa's sponsorship drive and also worked on Template Designs for Edo State's Official Communication Brochure.
- **Liaised** with multiple print vendors to ensure high quality of printed materials and timely delivery of output to clients.

**Volunteer Graphic designer,**

[Archivi.ng](#), Lagos, Nigeria.

September 2020 – Present.

**Responsibilities:**

- **Collaborated** with the design, finance, and marketing team to design pitch decks for sponsor presentations that helped raise over £36,000.
- **Designed** infographics to summarize articles and blog content.
- **Designed** awareness materials like posters for use on social media channels.

**Education**

**Bachelor of Law (LL.B),**

University of Ilorin, Ilorin, Kwara, Nigeria

October 2015 – May 2021

**Courses**

**Adobe Illustrator CC - Essentials and Advanced training course**

Udemy

October 2020

**Adobe Photoshop CC - Essentials and Advanced training course**

Udemy

December 2020

**Portfolio**

[Google Drive](#)

[Behance](#)