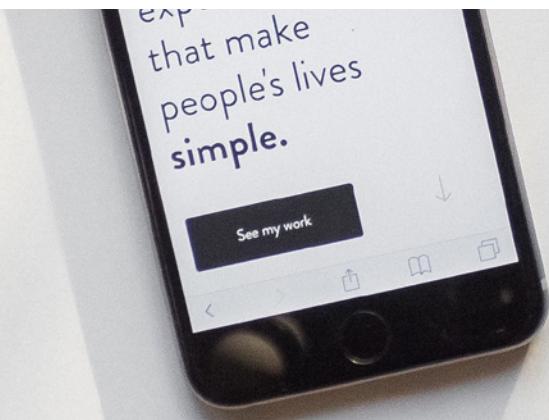


HELLO!

Graphic Design Portfolio 2024

By Sebby Oluoch Apudo



Brand Identity & Design | Graphic Design | Typography | Digital Illustration

SEBBY APUDO

Sebby (Oluoch)



Hi. My name is **Sebby Apudo**

I am freelance creative developer, 3D Animator and graphics designer.
My goal is to combine creative thinking and design with an analytical
approach to solve problems at the intersection
of business and technology. Feel free to drop me a line, Cheers :)

Phone: 0110033195

Email: sebbyapudo@gmail.com

Portfolio: <https://sebbydeveloper.netlify.app/>

About Me

Work Experience

GRAPHICS DESIGNER & WEB DEVELOPER

2024 - PRESENT

CHARLESON MEDIA GROUP

Graphics design - Creating stunning visuals for print and digital media, including brochures, presentations, social media graphics, and website mockups.

Web design - Assisting with website maintenance and updates, developing UI/UX elements, and contributing to website redesign projects.

FREELANCE DESIGNER & DEVELOPER

2021 - PRESENT

FREELANCE

Worked the creation of dynamic and engaging websites for a diverse range of clients. Additionally, worked on creating visually compelling 3D ads and graphics, breathing life into promotional campaigns for various businesses. Through meticulous attention to detail and a keen understanding of design principles, I've contributed to enhancing the visual identity and market presence of these enterprises, fostering a lasting impact in the digital realm.

EXPERTISE

Illustrator



Photoshop



Blender



CLIENTS



MAJI CLOUD
Water Billing Simplified

**TechWall
SOLUTIONS**

YADAH SCENTS
Captivating fragrance Unleashed

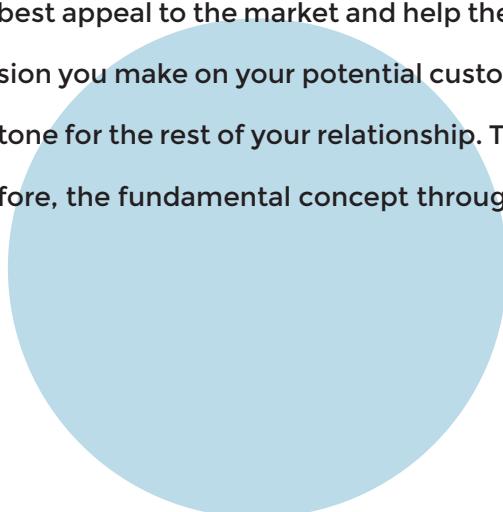


**AFFLUENT
TRENDY
EVENTS**

Brand Identity

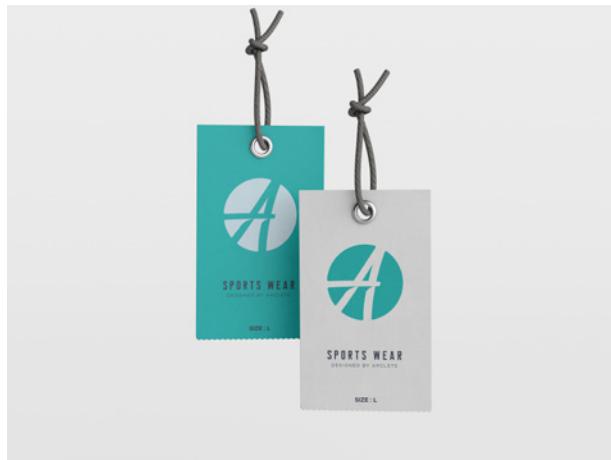
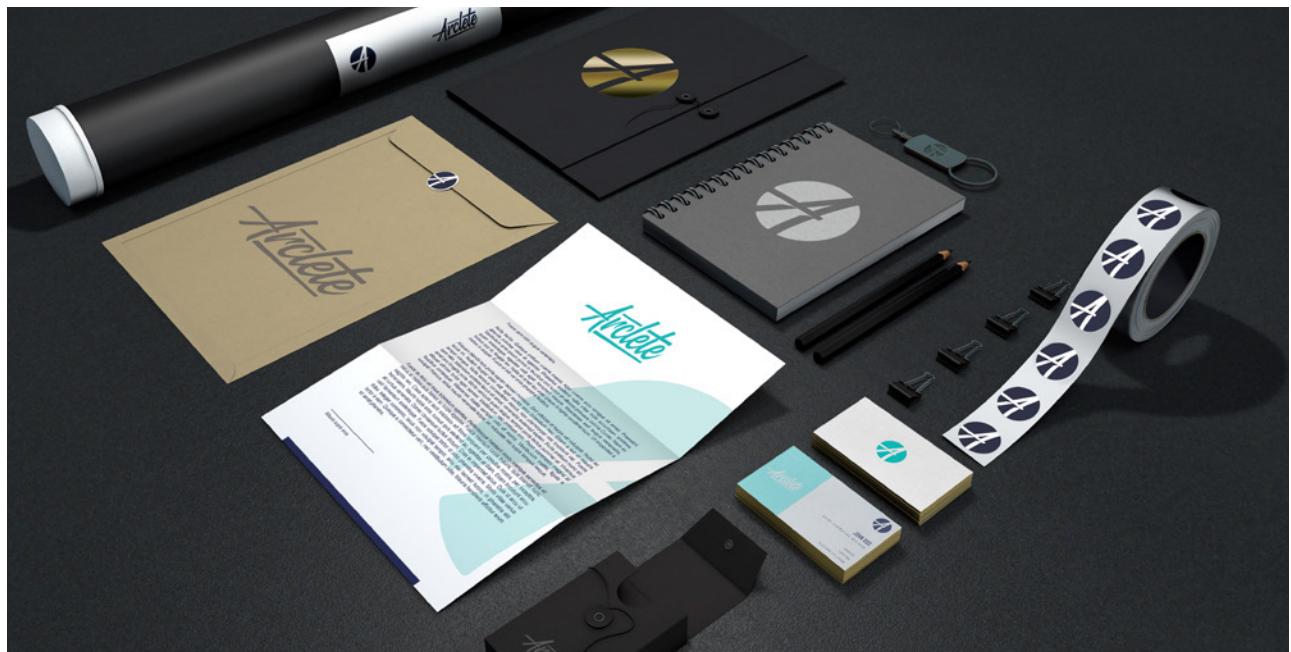
Brand identity is the face of a brand. A brand is an emotional and even philosophical concept, while brand identity is the visual component of a brand that represents those larger ideas.

I help brands tell their stories and communicate to their target market by giving them the appropriate visual representation to best appeal to the market and help them grow. The first impression you make on your potential customers or clients will set the tone for the rest of your relationship. The brand identity is, therefore, the fundamental concept through which a brand grows.



Arclete Brand Identity

Client : Arclete Sportswear



Description

We have multiple NFL, NBA, and MLB players backing us and we provide a one-stop-shop of resources for athletes of every different age, gender, background, and sport. The idea is that every athlete should be given access to all resources for success in athletics, and in life

Topsy Tembo Brand Identity

Client : Topsy Tembo





Description

Topsy Tembo will focus on bringing a whole new experience with mixology. Coming up with signature cocktails with a twist while setting the standard when it comes to the generic cocktails. While they will focus on class and sophistication they will bring fun to parties as well.

Logo Design

MODERN, VINTAGE & HAND DRAWN LOGOTYPES

A logo is an essential component of your brand. This is because it grabs attention, makes a strong first impression, is the foundation of your brand identity, is memorable, separates you from competition, fosters brand loyalty, and is expected by your audience.

I make logo designs for my clients by understanding what it is they do and what they are trying to accomplish with their brand. This understanding is important because, understanding the target market determines the category within which the logo falls which includes minimalist, vintage, modern and elegant logo designs



Modern Logo Designs

Different clients



Vintage Logo Designs (With Illustrations)

Different clients



Hand Drawn Logotypes

Different clients

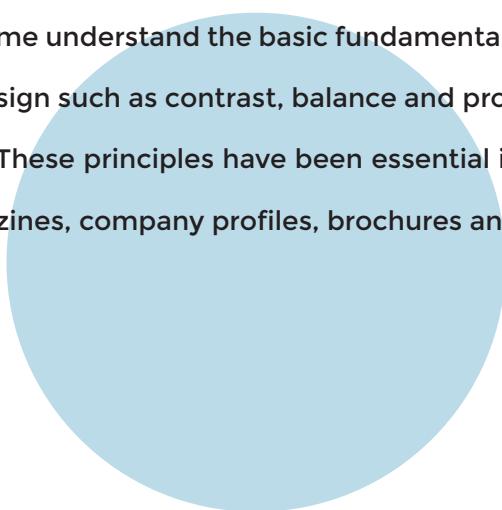


Editorial Design

Editorial design is a subset of graphic design that involve integration of graphics with typography to tell a story. These include magazines, company profiles and other items.

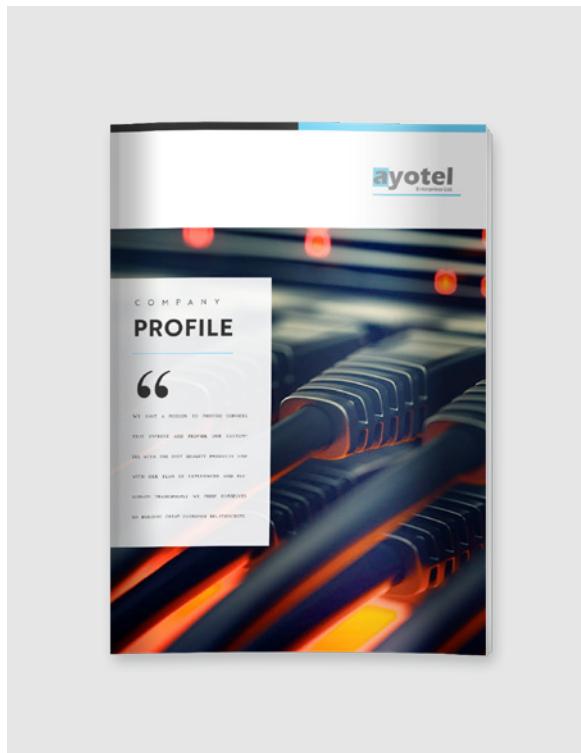
My experience with Adobe InDesign and Illustrator has helped me understand the basic fundamentals of creating editorial design such as contrast, balance and proportion.

These principles have been essential in projects such as magazines, company profiles, brochures and menu designs.



Ayotel Company Profile

Client : Ayotel Enterprises

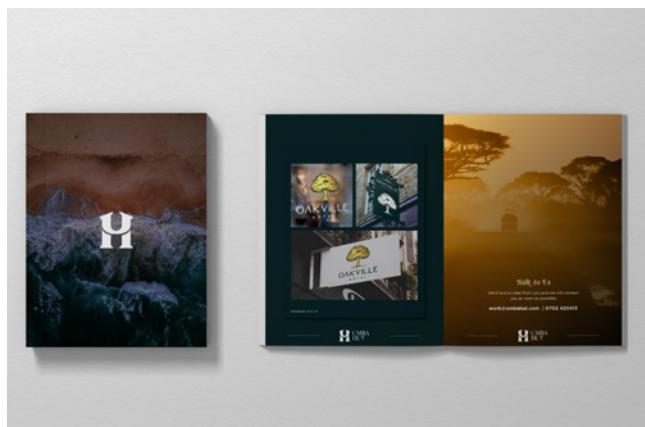
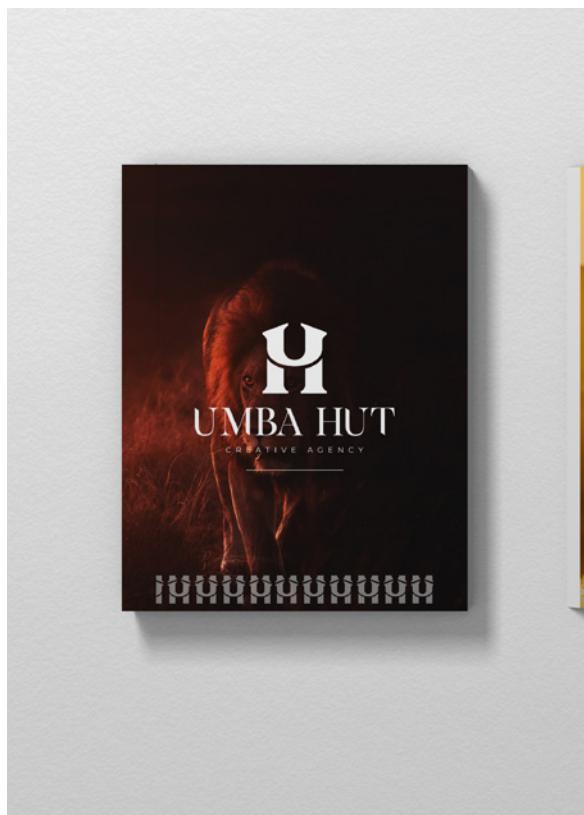


Description

Ayotel Enterprises is an Electrical, ICT & Security Services firm. These services are necessary and essential in all buildings. At Ayotel, we specialize in installations, configuration and maintenance.

Umba Hut Company Profile

Client : Umba Hut Agency



Description

Umba Hut specializes in devising inspirational and effective brand strategy that help hotels and restaurants design distinctive identities, efficient and memorable guest experiences that define and deliver how they are special and different – special to their customers and different from their competitors through clutter-breaking communications, professional services and friendly client service.

Posters, covers & Digital Illustrations

Posters and Digital Artwork serve to appeal to the customers and get them to buy your services or consume your products. This is predicated on the fundamental design principles such as color and graphics that resonate well with the target market.

The posters I design include advertisement posters, event flyers, rate cards and music cover artwork. The posters represent the brand or the message the client is trying to pass across by visually tapping into the desires of their customers.

Learning to do digital illustrations has also been essential in making posters, especially advertisement posters because it inspires originality and best conveys the intended message.



'DO IT' Music Artwork

Client : Slim Chain The Eagle



'Crazy' Music Artwork

Client : Travis The Junkie



'Preacher Reefer' Music Artwork

Client : Travis The Junkie



'Hey you!' Music Artwork

Client : Garvey Royal

Digital Illustrations

Personal Projects



J Cole



Keanu Reeves (John Wick)



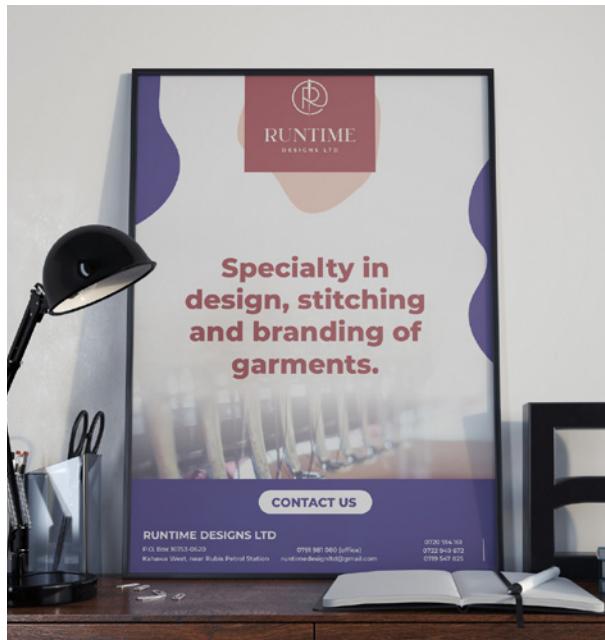
James Spader (Raymond Reddington)



Chadwick Boseman (Black Panther)

Poster Designs

Different clients



Runtime Designs Ad Poster



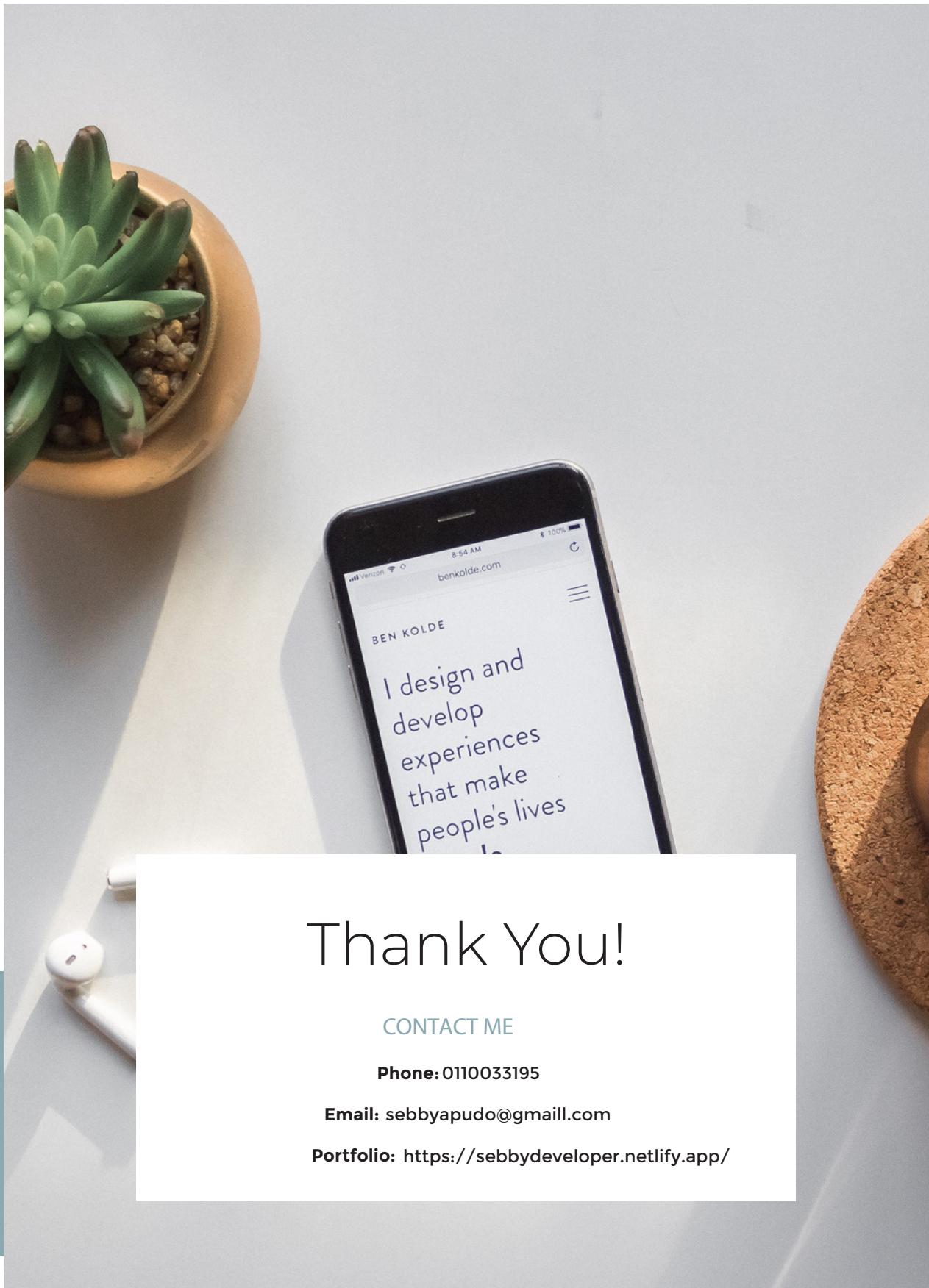
Michelle Mutanu Make-up Ad.



Umba Hut Ad Poster



Michelle Mutanu Make-up Class Guide



Thank You!

[CONTACT ME](#)

Phone: 0110033195

Email: sebbyapudo@gmail.com

Portfolio: <https://sebbydeveloper.netlify.app/>