

# ROSEMARY OSANEMO AYODELE

## CREATIVE DESIGNER

Lagos, Nigeria

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### SUMMARY

Creative Designer with 3 years of experience translating concepts into visually striking and functional designs. Proven expertise in product branding, UI/UX and collaboration within cross-functional teams. Adept at adapting to dynamic environments and exceeding user expectations. Eager to contribute innovative design solutions to drive product success.

### EXPERIENCE

#### HONED FOODS, (Contract) Lagos- Graphics Designer

August 2023- PRESENT

- Branding of shirts and packaging for Honed
- Design of social media flyers for Honed foods
- Social media management and content creation for Honed Foods
- Logo design for the food brand.
- Video editing.

#### VEBUXE, (Remote) Lagos - Graphics Designer

March 2023 - PRESENT

- Design of Thumbnails and Banners for movies.
- Design of mockup screenshot for movies.
- Design of promotional materials for movies
- Content creation.
- Video editing.

#### Appcake(Remote contract) Hong Kong - UI/UX Designer

Feb 2023 -May 2023

- Designing mobile application interfaces for IOS and Android based on app specification documentation/artifacts from the marketing Team
- Designing and selecting illustration icons, graphics images for mobile applications.
- Creation of promotional media for mobile applications and web products on play store/IOS store/Web.

#### Atuzal Media Ogba,Lagos - Graphics Designer

July 2022- June 2023

- Design of Flyers for programs and adverts for various brands.
- Content creation.
- Video editing.
- Social media Management

#### W3 Schools

May 2022- Till date

- How to design with HTML & CSS.
- Responsive web design with FreecodeCamp.

#### American Corner Yaba, Lagos(TCK Zone)— User interface/ User Experience(Bootcamp)

April 2021- May 2021

- User Interface Design.
- User Experience Design.
- Wireframing.
- Sitemap Design
- Mood board Design.
- Creating user persona
- Conducting user interview
- Colour Theory
- Typography

### TECHNOLOGIES

Figma, Invision,Adobe Photoshop, Adobe Illustrator, Canva premiere Pro., Capcut, Microsoft Office,

### AREA OF EXPERTISE

User Research and usability Testing, Site map design, User Interface (UI) design, User Experience (UX) design, Information Architecture, Design thinking, Collaboration, User empathy, Competitors analysis, Design System, Agile Methodology, Analytics and metrics , Accessibility, Logo design, Graphics design

### EDUCATION

**The Federal Polytechnic Idah**, Kogi State (HND) Building Technology (2015)

**The Federal Polytechnic Idah**, Kogi State (OND) Building Technology (2011)

### HOBBIES

Drawing and Networking

### PORTFOLIO

<https://www.behance.net/rozymaria>

## Bode School of Graphics Design

Feb 2021- April 2021

- Design of various invitation card
- Logo creation
- How to run Facebook ads
- Design of flyers
- Product branding
- Content Creation

## Idumesse,NIG.LTD Abuja

Customer service representative MAY 2017 - DEC 2019

- Communicated with vendors regarding backorder availability, future inventory and special orders.
- Provided primary customer support to internal and external customers in a fast-paced environment.
- Maintained customer satisfaction with forward-thinking strategies focused on addressing customer needs and resolving concerns.
- Offering advice and assistance to customers, paying attention to special needs or wants.
- Responded to customer requests for products, services and company information.
- Cultivated customer loyalty, promoted repeat customers and improved sales