

DAVID AYUBA

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Professional Summary

I am a passionate and versatile graphic designer with a keen eye for aesthetics and a love for creativity. With a strong foundation in design principles and a deep understanding of current industry trends, I strive to bring ideas to life through visually stunning and impactful designs. I am dedicated to honing my skills and constantly evolving as a graphic designer. With proven ability to translate complex concepts into engaging visuals that meet client objectives and brand guidelines.

Language

English & Hausa

Core Competencies

Creative Thinking | Emotional Intelligence | Highly Analytical | Content Creation
Graphics Designing | Team Player | Time Management | Effective Communication

Computer Software

Adobe Suite (Photoshop, Illustrator & After Effects) Microsoft Office, CorelDraw

Key Skills

Exceptional graphic design skills

Strong leadership and mentorship abilities

Excellent communication and interpersonal skills

Project management and organizational skills

Creative problem-solving and strategic thinking

Work Experience

Kahugu Press Junior Graphic Designer

2015 - 2019

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- **Assisting Senior Designers to** prepare files for print and digital production and creating basic layouts and mockups. Conducting research and gathering images with assisting with image editing and retouching.
 - **Learning and Development:** Observe and learn from senior designers. Developing required skills in industry-standard software.
 - **Contributing to Team Projects:** As a Junior designers I played a supportive role within the design team, contributing their skills and ideas to collaborative projects.

Rebin Graphics Creative Director / Lead Graphic Designer

2019 - Date

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- **Design Expertise:** Executing high-quality design solutions across various mediums (print, digital, social media) with a strong understanding of design principles.
 - **Technical Proficiency:** Proficiency in industry-standard design software (Adobe Creative Suite, etc.).
 - **Project Management:** Managing multiple projects simultaneously, meeting deadlines and ensuring timely delivery.
 - **Communication & Collaboration:** Effectively communicating design concepts and collaborates with other team members (writers, developers, account managers).
 - **Problem-Solving:** Identifying and resolving design challenges creatively and efficiently.
 - **Continuous Learning:** Staying updated on design trends, best practices, and emerging technologies.

Reach Orphans and Youths Foundation Creative Director / Lead Graphic Designer (Volunteer)

2023 - Date

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- **Lead the creative vision for the NGO:** Developing and implement a comprehensive visual identity and brand strategy that aligns with the organization's mission, values, and target audience.
 - **Oversee all aspects of graphic design:** Managing the creation of high-quality print and digital materials, including brochures, fliers, posters, website graphics, social media content, presentations, and reports.
 - **Guide and mentor junior designers or volunteers:** Providing creative direction, feedback, and training to foster their growth and development.
 - **Collaborate with other departments:** Working closely with marketing, communications, fundraising, and program teams to ensure design aligns with overall organizational goals.

- **Manage design projects:** Plan and execute projects efficiently, meet deadlines, and stay within budget.
- **Stay abreast of design trends and best practices:** Continuously research and implement innovative design solutions to enhance the NGO's visual communication.
- **Promote the NGO's brand:** Develop creative campaigns and initiatives to increase brand awareness and public engagement.

Education

Kaduna State University, Kaduna. B.Sc Industrial Chemistry (Undergraduate)	2021 - Date
Filkom Schools, Kaduna. Senior School Certificate Examination	2013 - 2016
LEA Primary School, Barnawa, Kaduna. First School Leaving Certificate	2002 - 2008

Leadership Positions/Volunteering Opportunity

- Lead Graphic Designer; Reach Orphans and Youths Foundation.
- Lead Graphic Designer; Highcost Local Youth Council.
- Graphic Designer; ECWA Student Ministry, Kaduna State University.

Proficiency Records

- Certificate Fundamental of Digital Marketing (Google Digital Garage)

Referees: AVAILABLE ON REQUEST