

OLATUNDE SUNDAY OUWASEYI

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PROFILE SUMMARY

Highly skilled creative graphic and brand identity designer with over 7 years of experience in the management of the complete design process from conceptualization to delivery with strong attention to detail. Adept at delivering out-of-the-box concepts, dynamic visuals, and innovative strategies for online and print-delivered

PROFESSIONAL EXPERIENCE & KEY ACCOMPLISHMENTS

LEARNOFLIX AFFILIATE PROGRAMME, Remote Job

Freelance Graphic Designer

May 2020–January 2023

- **Market research:** Conducted market research to understand the company's target audience and competition which led to a 50% improvement in sales
- **Brand Development:** Developed brand messaging and positioning including taglines and mission statements that resonated with the company's target audience
- **Brand Identity Conceptualization:** Designed logos, color schemes, and typography including social media ads increasing brand recognition and the company's audience by 40%

NIMESCO COMMUNICATION & GLOBAL SERVICES, Lagos State

Brand Manager/Graphic Designer

March 2019–December 2022

- **Ad Design Development:** Created ad designs for Social Media campaigns and Zoom Meetings
- **Brief Interpretation, Structuring, and Presentation:** Conceptualize and execute weekly creative briefs for company campaigns and events. This increased the company's audience by 60%
- **Social Media Design Planning and Marketing:** Lead in the design, development, and review of all online marketing visuals before it is sent to all social media platforms
- **Brand Identity Design and Strategy:** Spearhead the development and design of branding visuals for clients, which led to most of the clients coming back for more designs because of the effectiveness of the design

PROJECTS

- **Sunny Foodcanners**

Ugadi Festival advert for - Sunny Foodcanners, based in Mauritius. The idea was to create a social media ad for the brand which gives the feel of the Ugadi festival while looking modern and attractive to their audience with an emphasis on simplicity & classic.

- **Cine Pro**

Cine Pro brand aims to give Mauritius moviegoers a one-stop shop for all their movie needs.

- **Lynk Brand**

Lynk is a casual streetwear fashion brand that creates fashion wear for young couples which seeks to help young couples create a deeper connection, a link between themselves through fashion.

EDUCATION

- **UNIVERSITY OF IBADAN**

Bachelor of Education, Guidance and Counselling, 2019

OTHER CERTIFICATIONS AND LICENSES

- **Introduction to graphic design:** Photoshop, Illustrator, and Indesign – 2023 (LinkedIn)
- **Career Essentials in Administrative Assistance** by Microsoft and LinkedIn - 2023 (Microsoft)
- **The Fundamentals of Digital Marketing** - 2023 (Coursera)

ADDITIONAL SKILLS

- **Tools:** Microsoft 365 (Word, Outlook, Onenote, Teams, PowerPoint, Excel), Zoom
- **Platforms:** Adobe Creative Suite (Photoshop, InDesign, Illustrator)
- **Languages:** English (Fluent), Yoruba
- **Soft Skills:** Critical Thinking, Problem-solving, Creative Versatility, Collaboration, Project Management, Time Management
- **Technical Skills:** Idea generation, Branding, Typography, Color Theory, Logo Creation;

REFERENCE

Available on request