

CONTACT

[My Portfolio](#)

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EDUCATION

Yaba College of Technology

OND, Mechatronics Engineering

2016 - 2019

TRAININGS & CERTIFICATIONS

Udemy

Logo Design Essentials

2021

IBM

Enterprise Design Thinking Practitioner

2023

Great Learning Academy

UI /UX for Beginners

2023

TOOLS

Pen/paper

Adobe Illustrator

Adobe Photoshop

Adobe Indesign

Figma

Microsoft

SKILLS

Logo Design

Brand Identity Design

Brand Strategy

Graphic Design

Marketing Design

Print Design

User Research

User Interface Design

Social Media Design

Adedolapo Rufai

Brand Designer

PROFILE

A highly experienced Brand | UI/UX Designer with a proven track record of over 5+ years. Leveraging a combination of research, strategy, and design expertise, I specialize in assisting brands in uncovering, defining, and enhancing their brand experiences to establish strong connections with their core audience.

EXPERIENCE

Brand / Marketing Designer - Ikenga.io

April . 2023 - Present . Lagos, Nigeria (Remote)

As a brand/marketing designer, a tech company, i:

- Collaborating with the marketing team to create visually captivating and effective designs for social media ads and Google ads.
- Working closely with my team to develop game banners for the Bettybingo.ng website, aimed at attracting and retaining users.
- Meeting project deadlines and delivering design assets in a timely manner.
- Communicating and collaborating with cross-functional teams, including developers and content creators.

Freelance Brand Designer

2020 - Present . Lagos, Nigeria (Remote)

As a freelance brand designer, I have worked with diverse clients across various industries. My experience includes logo design, brand identity, brand strategy, art direction, print design, social media design, and event branding. I excel at creating impactful designs that align with clients' visions and effectively engage their target audiences. With a passion for branding and a keen eye for aesthetics, I am committed to delivering high-quality design solutions that leave a lasting impression.

Creative Director - TechVilla.ng

2019 - 2020 . Lagos, Nigeria (Remote)

As the Creative Director at Tech Villa, a design agency, my responsibilities included:

- Developing creative concepts and strategies for diverse brand identity and social media projects, such as Alliance Law Firm, Nolar Hair, and Tech Villa Brand Design.
- Providing clear direction and constructive feedback to the creative team, ensuring the consistency and quality of their work.
- Presenting and pitching creative ideas and solutions to clients, effectively communicating the value and impact of our designs.
- Creating compelling print designs tailored to meet clients' specific requirements and objectives.

Lead Graphic Designer (Contract) - Khris Graphics

2018 - 2019 . Lagos, Nigeria (Remote)

- Played a pivotal role as the sole graphic designer on the team, shaping the brand's messaging by creating and upholding the visual identity system and other essential brand assets.
- Designed and produced a diverse array of digital and print assets, encompassing logos, brochures, company profiles, social media graphics, packaging, and marketing materials.
- Collaborated closely with clients, project managers, and cross-functional team members, ensuring seamless coordination to meet project requirements, adhere to timelines, and stay within allocated budgets.