

OGUNBIYI DAVID KAYODE

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PROFILE SUMMARY

Creative, analytically driven and result oriented design professional. Experienced in the management of the complete process of any design from conceptualisation to delivery. Offers innovative approach to idea and concept development by exploring varied strategies for the best results. Proactively recognises marketing needs and collaborates with professionals and brandowners to derive durable marketing plan. A strong track record of creating impactful visual communication that builds brand identity and engage customers.

SKILLS & COMPETENCIES

- Adobe Photoshop
- Adobe Illustrator
- Advertising
- Collaboration
- Photography
- Photoediting
- Videoediting
- Drawing
- Proficient in Corel draw and Microsoft office packages (Ms Word, Ms Excel, Power Point)
- Creative thinking and analytical abilities

PROFESSIONAL WORK EXPERIENCE

Graphic Design Specialist (Freelancer) - Fiverr, Upwork.

| Mar. 2018 TILL DATE|

- Developed numerous marketing programs (logos, book designs, infographics, presentations and advertisements) and ensured that they exceeded the expectations of my clients.
- Created works from scratch to finish for variety of clients in a fast paced environment.
- Recommended the most appropriate graphic design options for my clients, based on their overall goals.
- Conceptualized and designed print pieces for the CEOs of different brands.
- Successfully initiated and conducted community awareness programmes through art illustrations and graphics.

Graphic Designer and Content Creator - BAMSSA, University of Ibadan.

| Oct 2017 - Dec 2021|

- Designed regular social media post (singles and carousels) based on clients' guidelines
- Assigned to spearhead creation process of 15+ illustrations for community services and health awareness programs.
- Worked with different departments to create targeted advertising strategies for key prospect's demographics.
- Discussed design goals with our marketing team and reworked previous designs that are incompatible with our current branding.
- Maintained a close relationship with different teams of the company and ensured adequate understanding of the goals of every design.

Junior Graphic Designer – Broadview Designs Academy, Ogun State.

| Jan. 2015 – July 2017|

- Redesigned previous edition files to suit current appeal and manipulated images to create a totally different image.
- Assisted with video production by integrating voiceovers, soundeffects and music to enhance video content.
- Experienced with branding of marketing materials for customers and helping them find solutions to their marketing needs.
- Worked on ongoing projects with the team and created easy-to-understand illustrations, design concepts and presentations.
- Implemented concept directions from senior designers and managed digital campaigns for top clients.

EDUCATION

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- **B.Sc. – Biochemistry – *University of Ibadan, Oyo State.*** |2021|
 - **Senior Secondary Certificate Examination – *Federal Government College, Ijanikin, Lagos State*** |2014|

CONFERENCES AND SEMINARS ATTENDED

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- THRIVE BUSINESS SUMMIT'22 |2022|
Theme: **Spotting Opportunities in the Marketplace.**
 - Design Week Lagos (DWL '21) |2021|
Theme: **Lagos 2099-Redefining The Narrative.**

CERTIFICATION

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- Certificate of Leadership – 2013 | Lagos State School Exchange Trip to Germany
 - Certificate/Plaque of Academic Excellence – 2014 | West Africa Examination Council (WAEC)
 - Certificate of Excellence – 2014 | American Mathematics Competition 12 (AMC12)
 - Certificate of Literature - 2017 | Sigma Club, University of Ibadan.
 - Certificate of Creativity - 2017 | Biochemistry department, University of Ibadan.
 - Certificate/Plaque of Leadership - 2018 | Faculty of Basic Medical Sciences, University of Ibadan.
 - Certificate of Creativity - 2018 | Biochemistry department, University of Ibadan.
 - Certificate of Creativity - 2019 | Biochemistry department, University of Ibadan.

HOBBIES

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- **Singing, Drawing, Video Gaming, Football, Photography, Climate Change and Writing.**