

TOHEEB ADEJUMO.

BRAND DESIGNER

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📍 Gillingham Kent.

Professional Profile

Highly creative and multi-talented graphic designer who conceptualises innovative design solutions for print, web, and broadcast applications adept at creating images, logos, and marketing packages that enhance business objectives.

Core Skills

- Excellent communication
- collaboration skills
- Highly organised
- self-motivated
- Conceptual thinker
- Time Management
- keen eye for aesthetics.
- Excellent attention to detail

Tools

- Adobe Photoshop
- Adobe Illustrator
- Adobe Indesign
- Adobe Premiere Pro
- Adobe Dimension
- Figma
- Microsoft Powerpoint
- SPSS

Career Summary

Apr 2018 - Present

Freelance Graphic Designer
Various Clients - Lagos, Nigeria.

Outline

I am responsible for creating, conceptualises innovative design solutions for print, web, and broadcast applications adept at creating images, logos, and marketing packages that enhance business objectives.

Key Responsibilities

- Prioritised graphic workload and effectively coordinated multiple projects.
- Maintaining brand consistency across marketing campaigns and programs by meticulously following client brand guidelines.
- Identified and implemented SEO and SEM tactics that delivered quality measurable results.
- Produced promotional materials such as point-of-purchase items and brochure show forms.
- Run a strategy workshop and design a functional brand identity and style-guide.

Key Achievement/Projects

- Developed 350+ graphic design projects (Brand identity, brochures, flyers, presentations...)
- Increase customer base by average of 40%.

Mar 2019 – Apr 2021

M&T Consulting Firm

In house graphic designer

Outline

I am responsible for creating impactful brand communications and crafting compelling visuals for various mediums such as print ads, direct mail, emails, paid social media ads, landing pages, leaflets.

Key Responsibilities

- Prepare unique print materials, including advertisements, brochures, and logo designs.
- Collaborate with a team of designers to offer improvements and direction on others' projects.
- Develop layouts and drawings in compliance with established templates and design standards.
- Adhere to all corporate brand guidelines when preparing graphic materials.
- Support production of various proposal volumes under light time constraints.

Key Achievement/Projects

- Led three designers to develop production and graphic materials.
- Slashed production costs by average of 20% in 6 months.
- Boosted client transactions by average of 35%.

Education & Qualifications

- **Bring Your Own Laptop – UDEMY**
UI/UX Figma essential (2021)
- **Bring Your Own Laptop – UDEMY**
Adobe essential (2019)
- **Pro Up Masterclass Academy**
Diploma in Brand identity design (2017)
- **Aderan Ogunsanya college of Education**
Physics/Mathematics (2017)
- **Mentis Academy**
Diploma in Graphic/Marketing Design (2016)

References available on request
