



CONTACT ME

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• Lagos, Nigeria

EDUCATION

THE OKE-OGUN POLYTECHNIC, SAKI (TOPS)

HIGHER NATIONAL DIPLOMA,
BANKING AND FINANCE
2015 - 2017

KWARA STATE POLYTECHNIC, ILORIN

NATIONAL DIPLOMA,
BANKING AND FINANCE
2012 - 2014

ADEYEMI ILORI

CREATIVE & WEB DESIGNER

ABOUT ME

I am a Senior Visual Designer with over 7 years of experience in the creative industry, leading talented teams and creating impactful visual assets across various platforms. My expertise spans collaborating with top brands, and I'm also proficient in web design, WordPress development, SEO, and email marketing, optimizing digital presence for maximum impact.

JOB EXPERIENCE

CREATIVE DESIGN LEAD

Sept. 2022 -Present

Wakanow / Lagos

- Led design for a record ₦10 billion Summer sales campaign, "Take A Break."
- Led design in creating compelling identity and design for Black Friday campaign 2022 "Wakanow Travelfest: The Show down", leading to a 40% increase in sales and 2023, "Wakanow Travelfest: Unleash", leading to a 20% increase in sales.
- Spearheaded a completely revamped of the Wakanow design system, bringing new creativity to our overall design aesthetic. This transformation spanned across social media, digital platforms, and out-of - home advertising leading to a 110% increase in social media engagement in 2022 and 100% in 2023.
- Work closely with key commercial brands such as Qatar Airways, Egypt Air, Emirates Airways, Air Peace, Turkish Airlines, United Airlines, Air Cote Divoire, Air France etc, to create designs consistent with each brand's visual communication and achieve mutual commercial projection and expectation.
- Updated our travel centers and touchpoints branding with new design which leads to a 50% increase in footfall to the travel centers and 30% in sales.
- Design all landing page requests for each campaign and any event or product that requires one.
- Create booth designs for every event we attend, both local and international, where branding is required.
- Leading design team, providing guidance and support to foster a collaborative and productive environment.
- Reviewing and providing feedback on design work to maintain high standards of creativity and consistency.

CREATIVE DESIGNER & EMAIL MARKETING MANAGER Nov. 21 - Sept 22

Wakanow / Lagos

- Design and execute email campaigns, manage email databases, create digital assets, and implement push notifications.
- Creating compelling logos, campaign identities, Social media template, GDN & other key assets for all the marketing platforms.
- Creating digital assets, web banners, email design, offline billboards and Travel centres branding.

CREATIVE & WEBSITE DESIGNER, IT SUPPORT SPECIALIST

Nov 2019 - April 2023

Medicliq Healthcare / Dubai & Abuja

- Designed the company logo and other visually appealing graphics, and other design elements for marketing materials and digital platforms.
- Design, develop, and maintain the company website, ensuring optimal user experience and functionality.
- Developed multiple screens for the company's mobile application.
- Provide technical support to employees, troubleshoot computer and network issues, and maintain IT equipment and software.

EMAIL MARKETING MANAGER & CREATIVE DESIGNER

Oct. 2020 -Oct.2021

Konga Online Shopping Ltd / Lagos

- Work closely with the subsidiary company such as KongaPay, Konga Travel, Konga Bulk, Konga Fashion and Konga Food, fully in charged of there email marketing and social media creative for both KongaPay and Konga Travel.
- Creating Email designs, Data coalition and clean up, Newsletter publication, Web and App push notifications. Also creating digital assets for othermarketing platforms.
- Work closely with key commercial brands too such as Intel, Samsung,Hennessy, Zinox, HP, Unilever, Nokia, Coca-Cola, APC by Schneider electricetc, to create email designs and published dedicated newsletters.

FOUNDER AND LEAD WEB DESIGNER

Jan 2017 - Present

Techsly Nigeria / Freelance

- Oversee TechSly's vision, business operations, and financial management.
- Lead the creative direction of the company. Oversee the design and development of exceptional web solutions.
- Build and maintain strong client relationships. Identify new business opportunities and drive sales growth. Deliver exceptional client experiences through outstanding project execution.

STUDIO MANAGER

Oct 2018 - Mar 2019

Elite Logistics & Development Services/ Lagos

- Managed and maintained the company website and developed two additional websites for sister companies.
- Conceptualized, designed, and executed digital marketing campaigns to enhance brand visibility and reach.
- Created and managed engaging social media content across multiple platforms.
- Oversaw the redesign of the company profile to align with the brand identity.
- Developed visual assets for both digital and print materials to support marketing initiatives.

SENIOR VISUAL DESIGNER / 2D VIDEO ANIMATOR

Aug 2017 - Nov 2017

Grey Wood Consult / Lagos

- Produced engaging 2D video animations. (White Board)
- Designed and developed user-friendly websites.
- Created innovative graphic designs for various platforms.

 **SKILLS**