

# ADEYEMI ILORI

Creative Design Lead | Senior Brand & Web Designer

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## PROFILE

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Creative Design Lead with 8+ years building campaigns, brand systems, and web experiences that drive measurable commercial results. At Wakanow, Africa's leading travel tech company, I serve as Senior Creative on the marketing team, shaping brand identity across digital campaigns, email marketing, landing pages, OOH, and travel centre branding. In 2022 I led a full revamp of Wakanow's design system that delivered 110% social media engagement growth, and executed the Black Friday campaign series that drove a 40% sales uplift. I previously managed email and creative output across five Konga business units in partnership with global brands including Samsung, Intel, Hennessy, and Coca-Cola. Alongside my day role, I run Techsly, a web design agency with close to 100 shipped client websites across 8 years, now positioned as a specialist in premium ecommerce for beauty and fashion brands. I also ship production ready web apps using AI assisted development.

## CORE SKILLS

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**Design and Brand:** Brand Identity, Design Systems, Visual Direction, Typography, Creative Direction, Campaign Design, OOH Advertising, Event Design

**Product and UX/UI:** UX/UI Design, Landing Page Design, Wireframing, Prototyping, Mobile UI, Responsive Design, Conversion Optimization

**Web and Development:** WordPress, Shopify, HTML, CSS, Landing Pages, Site Architecture, CMS Management

**AI Assisted Development:** Lovable, Cursor, Claude, AI Prompt Engineering, React and Tailwind Output, Modern Web Stacks

**Marketing and Growth:** Email Marketing, Mailchimp, Netcore, GDN Creatives, Web Push Notifications, SEO, Sales Funnel Design

**Design Tools:** Figma, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, CapCut, Adobe Creative Suite

**Leadership:** Team Management, Brand Strategy, Creative Direction, Cross-Functional Collaboration

## PROFESSIONAL EXPERIENCE

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### Creative Design Lead

Wakanow, Lagos, Nigeria (Africa's Leading Travel Tech Company) | Sept 2022 - Present

- Serve as Senior Creative on the marketing team, leading brand identity, offline activations, event design, and all travel centre branding across the business.
- Led the 2022 Wakanow design system revamp across social media, digital platforms, and OOH advertising, resulting in 110% social engagement growth in 2022 and 100% growth in 2023.
- Conceptualised and executed all creative design for the Black Friday Travelfest: The Show Down campaign in 2022, driving a 40% increase in sales. Followed by Travelfest: Unleash in 2023 with a further 20% sales increase.
- Led all creative for the 2022 Summer Sales campaign "Take A Break" across digital, email, OOH, and all travel centre touchpoints.
- Refreshed all travel centre and customer touchpoint branding, contributing to a 50% increase in footfall and a 30% rise in in-centre sales.
- Produced co-branded creative assets for Wakanow's global airline partner campaigns, ensuring brand alignment and consistent visual communication across all partnership materials.
- Designed all campaign landing pages, event booth activations, and product launch assets for digital and offline deployment.

## **Creative Designer and Email Marketing Manager**

*Wakanow, Lagos, Nigeria* | Nov 2021 - Sept 2022

- Designed and executed high-volume email campaigns via Netcore, managing audience segmentation, template design, and performance tracking.
- Produced the full campaign creative suite: logos, social templates, GDN banners, email designs, web assets, offline billboards, and travel centre branding.
- Produced co-branded creative assets for Wakanow's global airline partner campaigns, ensuring visual consistency and brand alignment across all partnership materials.
- Implemented web push notifications and managed digital asset libraries across all marketing platforms.

## **Email Marketing Manager and Creative Designer**

*Konga Online Shopping Ltd, Lagos, Nigeria* | Oct 2020 - Oct 2021

- Managed email marketing and social media creative across five Konga business units: KongaPay, Konga Travel, Konga Bulk, Konga Fashion, and Konga Food.
- Delivered co-branded digital campaigns and newsletters for Konga's commercial partners including Intel, Samsung, Hennessy, HP, Unilever, Nokia, and Coca-Cola.
- Executed email campaigns, managed customer data and segmentation, and led web and app push notification strategy.

## **Creative and Website Designer (Remote Contract)**

*Medicliq Healthcare, Dubai and Abuja* | Nov 2019 - Apr 2023

- Designed brand identity, marketing materials, and digital assets for a healthcare technology company operating across Nigeria and the UAE.
- Designed, developed, and maintained the company website and contributed UX screens for the mobile application.

## **Founder and Creative Director**

*Techsly Nigeria* | Jan 2017 - Present

- Founded and operate a web design agency. Delivered close to 100 client websites across 8 years spanning ecommerce, beauty, fashion, hospitality, healthcare, event tech, fintech, and lifestyle.
- Recently repositioned Techsly as a specialist in premium ecommerce for beauty and fashion brands, managing SEO strategy, brand identity, content, and digital presence for clients.
- Ship production ready web apps using AI assisted development (Lovable, Cursor, Claude). Recent builds include italawa.lovable.app, trendmyevent.com, dscocktails.com, and thejjbmagic.com.
- Selected recent client work: shielabeautyworld.com, revysbeauty.com, beautymartng.com, 24modez.com, bolablaquebeauty.com, italawa.com.ng, dscocktails.com, a3beauty.com.

## **Studio Manager**

*Elite Logistics and Development Services, Lagos* | Oct 2018 - Mar 2019

- Led digital marketing campaigns, managed website and social media content, and redesigned the brand profile across digital and print channels.

## **Senior Visual Designer and 2D Animator**

*Grey Wood Consult, Lagos* | Aug 2017 - Nov 2017

- Produced whiteboard 2D video animations, designed user-friendly websites, and created graphic assets for digital platforms.

## **KEY IMPACT METRICS**

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- 110% social media engagement growth from the 2022 Wakanow design system revamp, with a further 100% growth in 2023.

- 40% sales uplift from the Black Friday Travelfest: The Show Down 2022 campaign, followed by 20% sales uplift from Travelfest: Unleash 2023.
- 50% increase in travel centre footfall and 30% rise in in-centre sales after travel centre branding refresh.
- Close to 100 client websites shipped across 8 years through Techsly.
- 4 production apps shipped using AI assisted development in the last 12 months.

## NOTABLE BRAND AND PARTNER WORK

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**Direct Employers and Clients:** Wakanow, Konga Online Shopping, Medicliq Healthcare, Shiela Beauty World, Bolablaque Beauty, Revy's Beauty, Beauty Mart NG, 24Modez, Italawa, TrendMyEvent, DS Cocktails, A3 Beauty, Belle Eternal Hospital.

**Global Partner Brands (via Konga Commercial Partnerships):** Samsung, Intel, Hennessy, Coca-Cola, Unilever, HP, Nokia.

**Airline Partner Campaigns (via Wakanow):** Multiple global carriers.

## EDUCATION

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**HND, Banking and Finance** - The Oke-Ogun Polytechnic, Saki | 2015 - 2017

**ND, Banking and Finance** - Kwara State Polytechnic, Ilorin | 2012 - 2014