ABIODUN OLUWANIFEMI

Brand & Visual Designer, Studio Owner

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PROFILE

Brand and visual designer with 2.5+ years of experience turning ideas into brand systems, campaign content, and product visuals for real clients across fintech, fashion, NGO, and Web3 spaces. Owner of a design-and-development studio, currently expanding into front-end build so ideas can be designed and shipped end to end. Comfortable moving fast across Figma, Adobe Photoshop, Canva, and FigJam, with a growing foundation in HTML, CSS, JavaScript, and Python. Also active as a community leader and speaker.

EXPERIENCE

Main Brand & Visual Designer — Brandarc Media *May 2026 — Present*

- Lead designer across Brandarc Media's in-house brand and its client portfolio, including Kira Africa Foundation, Karisa Fabrics, Kirative Africa, and Ohmo World.
- Own full-cycle content design — concept, copy direction, and visual execution — for social carousels, case-study content, and brand campaigns.

Brand Designer (Intern) — Brandarc Media *Oct 2025 — Mar 2026*

- Produced brand and social content across multiple client accounts, transitioning into a full designer role based on performance.

Brand Designer — Webverto *Jul 2025 — Present*

- Designed brand assets and web UI explorations for an offline-first business software product built for Nigerian SMEs.
- Delivered campaign posts, announcement graphics, and homepage design concepts aligned to the brand's visual system.

Visual Designer — Edinburgh Feast of Praise (EFOP) *Jul 2025*

- Designed event branding across digital and print — invites, volunteer call-outs, guest reveals, and branded on-site print material.

Brand Designer (Personal Brand) — Kira *Jul 2025*

- Built a personal brand identity and content system for an individual client.

Campaign & Promo Designer — Richsea (Web3) *Aug 2025 — Nov 2025*

- Designed promotional graphics and a content-creation contest campaign for a Web3 / crypto community project.

Visual Designer — Debwouya (E-commerce) *Sep 2025 — Nov 2025*

- Delivered visual assets supporting an e-commerce store's brand presence and product marketing.

Assistant Visual Designer — Theiyanuoluwa *May 2025 — Jul 2025*

- Produced brand and educational content for client accounts including Café Innovate Hub and MyPay, on a fixed 3-month contract.

Freelance Graphic Designer — Independent *2023 — 2024*

- Started freelancing in 2023 with foundational design work; expanded to serve local clients through 2024, building the base for a full-time design career.

EDUCATION

BSc Computer Science — Obafemi Awolowo University (OAU), Ile-Ife *2025 — Present*

Diploma in Computing — Transformation Professional Institute, Ile-Ife *Completed*

- Graduated as best student in class, with a 4.92 CGPA.

SKILLS & TOOLS

Brand identity design · Social content & campaign design · Content strategy · Event branding · Motion design basics · Figma · Adobe Photoshop · Adobe Illustrator · Canva · FigJam · HTML / CSS / JavaScript (learning) · Python (learning)

LEADERSHIP & COMMUNITY

- Content Creation Team, GDG OAU — Build with AI 2026.
- Active event anchor within the OAU campus community.