

# BABATUNDE LOUIS AJAYI

## GRAPHIC DESIGNER

### SELECT DESIGN PROJECTS

2018 -  
Present

#### Professional Graphic Designer

Freelance - Luxies Designs

- Establish and manage a freelance graphic design business that aims to assist companies in brand development
- Spearhead visual identity including brand positioning, promotions, and digital marketing for different businesses.
- Develop creative advertising content for various media including flyers, business cards, posters, event programs, labels, stickers, and product packaging while ensuring maximum awareness of target audience/market.
- Conceptualize logo design

2017 -  
2018

#### Senior Graphic Designer

Pivot Global Resources

- Developed collateral such as display, marketing and packaging materials to support product branding strategies.
- Coordinated, created and scheduled content, designs and periodic updates to companies social media pages.
- Altering graphic elements (photos, logos, icons) for internal marketing campaign use.
- Researching and presenting new ideas for creative marketing campaign.



📍 Lagos, Nigeria.

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### SUMMARY

Creative Graphic Designer with talent for developing unique custom designs. innovative approach to idea and concept development. Offering 3 years of expertise overseeing individual projects and brand development collections.

### TECHNICAL SKILLS

- Adobe Suites (Photoshop, Illustrator, After Effects).
- Affinity Designer
- Inkscape

### CERTIFICATION

- Self-taught

### EDUCATION

2013

Federal Polytechnic, Mubi,  
Adamawa State.

**HND Business Administration**