



Temitope Oladimeji Adebayo

Brand Identity, Product and Experience Strategist

Brand Identity developer with 3+ experience with creating visual identities and improving brand perceptions to meet brand marketing/ promotional objectives through design and communication strategy. Managed and collaborated in the development and launch of various digital products and company initiatives Leveraging product development and experience design.

Skill Set

- Graphics and Brand Identity design
- Content creation
- Report writing and presentation
- Research and data gathering
- project management and operations
- Socia media optimisation
- Digital maketing
- Experience Design
- Product design and strategy
- Web design
- Ux/UI design
- Training and Academic Curriculum development

Tools/ Software Competency

- Microsoft Office suite
- Adobe Photoshop
- Adobe Illustrator
- Adobe Indesign
- Adobe XD
- Sketch
- Wordpress Elementor
- Event Brite
- Project collaboration software

Education

**B.sc Second class upper
Computer Science**

Madonna University, Okija, Nigeria (2016)

WAEC/NECO

**Auntie Margaret Memorial High Sch, Calabar, Cross River
(2012)**

Experience

**Design Associate (Brand and
Operations)**

Corpus BDS Ltd (May 2018 - Present), Abuja, FCT

Handled Brand and Identity development of the organization, brand touch-point and social media platforms setup.

Created Brand identity design for over 15 client project, which included Logo, brand collaterals, website and Social Media Campaign, over 20 Presentations, publications, Proposal, Press Kits

Managed the digital Promotions of the Corpus PVC Drive which saw over 100 people register and more than 50 person apply and receive their PVC's before the 2019 presidential elections, served as brand CSR Initiative

Design/Execution promotions plan of the 2018 GEW Abuja which delivered 700 registered participant, over 3 million on social media and daily attendance of over 200. Promotions for Corpus Start up fund with over 100 applications. Designed social media assets, event branding from banners, souvenirs, tags, event props

Created, Executed the Promotions plan for the GEW Abuja 2019, spear headed event awareness campaign across, Facebook, Instagram, twitter. Design Pre-event brochure, Event magazine content creation and copy-writing for SM. Worked with the video production team and Stared as the Lead actor in the pre event promotional video. Yielding Over 1200 registered, over 5 million person across Africa, event attendance of over 1000 persons. Managed the Call for Pitch Application for Corpus Start up fund

Product developed and launched/ Novel Initiatives Handled.

- **Veever.co - 2017**

An online Escrow system focused on safeguarding online transactions

Product Strategy and design, product activation

- **Nacos - 2018**

Haluage pickup/delivery online services. Allow users order for transfer of goods and packages

Brand identity Development, Product strategy and design

- **Educonnect - 2019**

Workshop and certification fro over 40 secondary teachers

Brand Identity Design, social media promotions, Event planning and execution

- **CDWM Abuja (Come Design with me Abuja) - 2019**

Trained and Facilitated a free 1 day design Work shop with 8 participants in attendance

Referees

Available on Request

Graphics Design Specialist

TVP (August 2018 - April 2019), Lagos

Handed the design of digital graphic media for upcoming Trips/ tours Online campaign.

Designed graphic content to go on across social media pages targeted at growing engagement and brand engagement

Key Achievement:

Over 50 design assets, worked Remote with a team of people on design projects

Curriculum Implementation Team Assistant

CBN SSEDC (April 2017 - December 2017), Calabar, Cross River State

Managed the Class Facilitation for 3 batch of EDC Classes, training slides, facilitation materials, daily attendance score (batch having a minimum of 40 for 6 weeks period)

Prep Training materials for 4 batch of field training(cumulative number of over 800 participants.)

Marked and graded successfully over 2500 scripts from field trainings.

Handled clearance of participants for 2 graduating ceremony. Curating list of expected Participants, collation of credentials, bulk messaging, managed inquiries and facilitated award of certificate

Worked and developed training material I.e presentations for EDC training participation

Worked on the creation of the event magazine publication, curating content from the different sources, images etc, list of graduating student, year book section in the magazine.

Head of Graphics/ Software Dev.

Assistech Computers (September 2016 - March 2017), Calabar, Cross River State

Created promotional materials for the organization and the training center to showcase the brand and its offering.

Delivered design assets to clients on commissioned project ,(E-fliers, fliers, Biz cards, calendars, leaflet, event programs)

Handled the design, development and launch web Multi level marketing platform

Key Achievement: delivered over 50 design assets to client and organization. Worked with client to deliver high fidelity design, manged communication and project delivery

Web Design Intern/Human Resource

Gateway ICT (April 2015 - September 2015), Abeokuta, Ogun State.

Administered and Supervised scholarship exams to incoming student into the training center as a strategy to grow the center. Graded exams scripts and awarded admissions based on grades and course of learning.

Tutored on web design and development courses.

Key Achievement: 100% efficiency in the scholarship program, 3 certified trainees of web design and