

ADEDOYIN ADERINWALE

Graphic Designer | UX Designer | Digital Artist

📞 09056880079 ✉ Aderinwalededoyin@gmail.com
🌐 <https://myportfolio.jaystudio.online> 📷 Jhaytoon 📍 Lagos, Nigeria

SUMMARY

Versatile Graphic Designer and Digital Artist with 6+ years of experience delivering high-impact visual solutions across multiple platforms. Expertise includes Logo design and comprehensive brand identity development, Flyer design and song/album art covers, Motion graphics and character animations, and Cartoon portraits and illustrations.

Proficient in industry-standard software like Adobe Creative Suite (Photoshop, Illustrator, After Effects, Premiere Pro), Procreate, and CapCut.

Combines creative vision with technical proficiency to craft innovative, client-focused designs that consistently exceed expectations and leave lasting impressions.

EXPERIENCE

Graphic Designer & Digital Artist 2018 - 2019
Freelance Lagos, Nigeria

- Engaging with clients to understand their vision and project requirements, translating their needs into creative design concepts.
- Designing logos, brand elements, and cohesive visual identities that align with clients' goals and resonate with target audiences.
- Creating visually appealing graphics, animations, and videos for Instagram and other social platforms to help clients grow their online presence.
- Producing original illustrations, digital paintings, or bespoke designs for various purposes such as album covers, merchandise, and promotional materials.
- Ensuring timely delivery of polished and print/web-ready assets in the correct formats, adhering to project specifications.
- Handling multiple projects concurrently, maintaining timelines, meeting deadlines, and effectively managing revisions and feedback.
- Actively promoting personal work and services on Instagram, freelance websites, and other platforms to attract new clients and expand the portfolio.

Graphic Designer & Digital Artist 2019 - Present
Jaystudio Lagos, Nigeria

- Crafting original and innovative designs that align with the creative brief and target audience, using a strong sense of aesthetics and composition.
- Designing/Sketching custom illustrations, artwork, cartoon logos and visual elements for various businesses and digital platforms, including websites, social media, apps, and ads.
- Developing cohesive visual identities, including logos, color schemes, and typography, ensuring consistency across all brand materials.
- Producing high-quality graphics for both digital (websites, social media, ads) and print media (brochures, packaging, posters).
- Designing motion graphics and editing videos for multimedia campaigns, social media, and digital ads, enhancing engagement through dynamic visuals.
- Working closely with copywriters, marketing strategists, and developers to create cohesive and impactful visual content for campaigns.
- Continuously researching and incorporating the latest design trends, tools, and technologies to deliver modern, fresh, and competitive designs.



SOFTWARE

Adobe Photoshop
Adobe Illustrator
Adobe Premiere Pro
Adobe After effect
Adobe Character Animator
Procreate
Figma
Blender

LANGUAGES

English	Native	●●●●●
French	Intermediate	●●●●●

CERTIFICATION

Product Design (UI/UX)

SKILLS

- Creative software proficiency.
- Illustration and drawing custom artworks and designs.
- Branding and visual identity development expertise.
- Typography and layout design knowledge.
- Motion graphics and animation capabilities.
- UX/UI design understanding for functional and appealing digital platforms.
- 3D modelling
- Strong communication and client collaboration skills.

EXPERIENCE

Creative Designer	2023 - Present
Uvise	Lagos, Nigeria
<ul style="list-style-type: none">• Designing logos, color schemes, typography, and overall visual identity.• Developing interactive graphics for social media engagement.• Creating album/single cover art and promotional materials for artists.• Building brand identities for music artists, including merchandise and concert visuals.• Designing posters, banners, and digital invites for artist tours and events.• Editing promotional videos, music videos, and ads.• Creating animations and motion graphics for video content and social media.• Understanding client briefs and translating them into creative deliverables.	

EDUCATION

Bachelor's degree, Mechanical Engineering	08/2013 - 17/2019
Lagos State University, Epe, Nigeria	

PROJECTS

Cartoon logo design for Diggycreations	72hrs return time
	Bronx, NY

For DiggyCreations, I designed a cartoon logo that reflects client interests, making the brand relatable and memorable. I also crafted an elegant business card, balancing professionalism and creativity. My expertise lies in delivering impactful designs that elevate brands, including niche sectors like Diggy's fruit decorating and treats business.

 Diggycreations

Brand design for Askmeforaparty	10/2023 - 05/2024
	Indianapolis

For AskMeForAParty, an event planning and decoration brand, I offered comprehensive design services that enhance every aspect of client events. My work includes creating custom flyers, banners and custom backdrop designs, business cards, thank you cards, and tailored designs for events. I also design unique logos for clients' programs, ensuring a cohesive and visually appealing experience that reflects the brand's commitment to creating unforgettable events.

 Askmeforaparty

Brand design for Bougiebubblebounceme	07/2022 - 03/2024
	New jersey

I designed and illustrated a cutting-edge cartoon logo that captures the fun and excitement of the brand. Additionally, I designed business cards ,flyers and motion graphics that complement the playful yet professional identity, helping the startup make a strong, memorable impression on its clients. My design approach ensures that the brand stands out in a competitive market.

 Bougiebubblebounceme


PROJECTS

Cartoon logo design for Liaharmonycleaning

72hrs return time

New jersey

For Liaharmonycleaning, a cleaning agency, I illustrated and designed a cartoon logo that embodies the brand's friendly and professional image. The logo conveys the agency's commitment to cleanliness while maintaining a light, approachable tone that resonates with clients.

 Liaharmonycleaning

Brand design for Louielinks

05/2023 - 08/2024

Cleveland, OH

For LouieLinks, a multifaceted company with logistics and clothing brands, I designed logos for both divisions, establishing a distinct identity for each. My primary focus was on the Louie Links clothing brand, where I created numerous custom clothing designs, ensuring each was meticulously formatted for printing. These designs reflect the brand's vision and were crafted with precision to meet production requirements, enhancing the brand's appeal in the fashion industry. Also edited various content videos for the brand other to integrate the brand visibility and audience engagement in other words to increase business growth and gross income.

 Louielinks

Brand design for Uvise (Gidipulse)

09/2023 - Present

Lagos, Nigeria

As the Creative Designer for Uvise, I developed a captivating brand identity for Gidi Pulse, a clothing brand. I designed a striking logo that not only tells the brand's story but also integrates advanced branding elements. The use of motion graphics and handwritten signature text added a refined, aesthetic touch, enhancing the brand's modern and distinctive appeal. This innovative approach ensures Gidi Pulse stands out and resonates with its target audience in the fashion world.

 Uvise.ng