

ADEFOLARIN FOSUDO

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SUMMARY

Creative Graphic Design Expert with 9+ years of experience delivering end-to-end visual design projects — from concept ideation to polished final assets. Skilled in digital illustration, branding, and asset production, with a strong ability to clearly document and communicate design decisions and workflows. Experienced in mentoring designers and breaking down complex creative processes into teachable frameworks. Passionate about visual storytelling, process transparency, and producing high-quality, well-structured design assets.

EXPERIENCE

Creative Director & Graphic Designer

Designz World (2022 – Present)

- Lead full-cycle design projects including branding, UI visuals, and digital assets from concept sketches to final delivery
- Structured and documented design workflows to improve consistency and quality across projects
- Managed and organized layered design files and assets for efficient reuse and client handoff
- Mentored and trained interns, breaking down complex design processes into clear, teachable steps
- Delivered over 40+ client projects, solving diverse visual and branding challenges

Graphic Web Designer & Visual Designer

99designs (2020 – Present)

- Created complete design concepts from scratch, including ideation, iteration, and polished final assets
- Competed with top-level designers globally, refining creative problem-solving and adaptability
- Won 5 design contests and achieved finalist positions in 10+ competitions in 2023
- Continuously improved workflow efficiency by studying and applying diverse design approaches

Brand Designer & UX/UI Designer

Vega6 Webware Technologies (2023 – Present)

- Designed high-quality landing pages and SaaS product visuals with strong focus on layout, hierarchy, and composition
 - Contributed to visual strategies that improved product presentation and conversion
 - Produced and refined visual assets for multiple SaaS projects, ensuring consistency and clarity
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Social Media Graphic Designer

Dhatway (2017 – 2019)

- Designed marketing graphics and visual content that increased engagement and audience growth
 - Managed content creation workflows and visual consistency across platforms
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DESIGN EXPERTISE

- Advanced understanding of **color theory, composition, typography, and visual hierarchy**
 - Strong ability to refine and improve existing designs through critical evaluation
 - Experience creating visually compelling and production-ready assets
 - High attention to detail and consistency across design outputs
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TOOLS & TECHNOLOGIES

- Adobe Photoshop, Illustrator, Figma, Adobe XD, Krita, Libresprite
 - WordPress, Elementor Pro
 - Basic HTML, CSS, JavaScript
 - AI-assisted design tools (Midjourney, ChatGPT)
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ACHIEVEMENTS

- Winner of 5 international design contests on 99designs
- Completed 50+ design projects across branding, web, and product design
- Mentored 15+ designers and helped them build structured design systems
- Built a design inspiration library to streamline creative workflows

EDUCATION

B.Sc. Surveying and Geoinformatics (2nd Class Upper)
University of Lagos