



ABRAHAM ALLI

Creative Graphic Designer | Branding & Visual Identity Specialist | Digital & Print Media Expert
| Design Coach & Mentor

Experience: 6 years | **Available:** Immediately | **Location:** Sagamu, Ogun State, Nigeria

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ABOUT ME

Versatile and detail-oriented Graphic Designer with over 6 years of experience in visual storytelling, branding, print design, and digital media. Proficient in Adobe Creative Suite, Canva, and other industry-standard tools, with proven ability to design impactful social media graphics, marketing materials, mockups, and e-books. Experienced in guiding teams and coaching aspiring designers to achieve creative excellence. Recognized for delivering engaging, brand-consistent designs and mentoring talent to grow in the field of visual communication.

WORK EXPERIENCE

Graphic Design Coach

HerTechTrail Africa | Remote

August 2024 - Present

- Successfully mentored 25+ designers per cohort, with an 85% project completion rate among learners.
- Designed and facilitated 10+ structured training sessions per quarter, covering both beginner and advanced design principles using Canva.
- Delivered 20+ personalized feedback sessions per cohort, improving students' creative workflow by 40% based on feedback.
- Achieved a 96% student satisfaction rate, enhancing design confidence and industry readiness.

Marketing & Communications Graphic Designer

Mutual Support Networks Multipurpose Cooperative Society | Remote

May 2024 - Present

- Created 30+ marketing visuals, including flyers, brochures, and digital content resulting in a 35% increase in member engagement.
- Developed a structured content strategy that improved monthly newsletter open rates by 20% enhancing member participation.
- Spearheaded a brand refresh initiative, leading to increase in cooperative awareness and community involvement.
- Designed and produced over 10 high-quality print materials, maintaining a 100% brand consistency score.

National Media & Publicity Secretary (Volunteer)

TIC Creative Club | Hybrid

April 2024 - Feb 2025

- Led 12+ national publicity campaigns, reaching over 25,000 people across multiple regions in Ogun State.
- Designed 74 digital marketing materials, contributing to a 50% increase in event attendance and program participation.
- Managed and coordinated social media content for 5+ club branches, maintaining a consistent brand identity and 40% growth in online engagement.
- Successfully recruited and trained 18 volunteers, increasing support for creative initiatives in secondary schools by 50%.
- Executed 15+ publicity campaigns for events, leading to a 30% increase in youth participation.

Graphics Team Lead (Internship)

Excellent Global Real Estate Solutions | Remote

Dec 2023 - Nov 2024

- Supervised a team of 5 designers, producing 80+ visual assets that supported both internal and external campaigns.
- Created brand-consistent materials, leading to a 40% improvement in engagement rates on company outreach efforts.
- Provided structured feedback on 10 design drafts per month, ensuring 98% compliance with brand guideline.
- Coordinated monthly virtual strategy meetings, increasing team productivity by 35% through improved workflow and task management.

Founder & Lead Designer (Freelancing)

Abis-mi Creatives | Remote (based in Ogun State, Nigeria)

May 2019 - Present

- Served both local and international clients in Nigeria, UK, USA, and Canada, ensuring designs met global standards.
- Designed 250+ custom graphics, including e-flyers, banners, and event materials, ensuring 100% customer satisfaction.
- Successfully handled and completed 90% of projects ahead of deadlines, maintaining a high client retention.
- Increased brand visibility through social media marketing, leading to a 55% increase in client inquiries and a 35% growth in revenue.

EDUCATION

Bachelor of Science (B.Sc.) in Pharmacology

Olabisi Onabanjo University | Ogun State, Nigeria

Graduated: Aug 2024

- **Class President** (2020 - 2024): Elected as the leader of the pharmacology class, representing 126 students and coordinating academic and extracurricular activities.
- Relevant Coursework: Drug Design and Development, Molecular Pharmacology, Toxicology, Pharmacokinetics and Clinical Pharmacology.
- Actively involved in departmental debates and presentations, securing first place in a competition for research presentation.

JOB SKILLS

Software Proficiency:

- Adobe Creative Suite (Photoshop, Illustrator), Canva, Figma, Microsoft Powerpoint, Pixellab, Capcut.

Project Management & Leadership:

- Freelance Project Management, Client Communication, Time Management, Team Leadership, Creative Direction, Problem Solving, Market Research.

PROJECTS & PORTFOLIO

- **MY CREATIVE PORTFOLIO (Showcasing My Skills):** <https://www.behance.net/gallery/222132815/MY-GRAPHIC-DESIGN-PORTFOLIO>
- **Brand Identity Design for Fixa F Visuals:** <https://www.behance.net/gallery/222273441/Brand-Identity-FOR-Fixa-F-visuals>
- **Brand Identity Design for UBANI:** <https://behance.net/gallery/222272715/Brand-Identity-Design-for-UBANI>

LANGUAGE SKILLS

- English (Fluent)
- Yoruba (Native)

AWARDS, RECOGNITIONS

- **Outstanding Creative Leadership Award**
Excellent Global Real Estate Solutions | 2024
- **Excellence in Coaching Award (Cohort 11)**
HerTechTrail | 2025