

ABDULLAHI ALADE

Graphic Designer | Brand Identity Designer | Broadcast/Event Host
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PROFILE

Mass Communication graduate (Fountain University, 2025) currently serving with the NYSC as a Graphics Designer at Creatrix Empire International Limited, designing across UncutXtra Magazine, Afrobeatsglobal, and the Creatrix Empire brand. Combines hands-on brand identity design with a broadcasting background in radio production, on-air hosting, and public speaking. Runs an independent freelance practice, DesignedByAbdullahi, building brand identity systems from concept to delivery. Seeking to grow into a Creative/Design Lead role that draws on both visual design and voice.

EXPERIENCE

Graphics Designer (NYSC) – Creatrix Empire International Limited Jun 2026 – Present

- Design across three brands: UncutXtra Magazine, Afrobeatsglobal, and the parent Creatrix Empire account.
- Lead visual/layout design for UncutXtra Magazine issues, working from writers' copy to finished spreads.
- Produce social media graphics and YouTube Shorts covers.
- Delivering against a recurring monthly design KPI (social graphics + magazine article layouts).

Freelance Graphic Designer – Founder, DesignedByAbdullahi 2023 – Present

- Designed brand identities and promotional materials for private clients and events, including AjoPay, Heartspace, and Dewalex Foods.
- Created the official magazine cover for the Department of Mass Communication (2024).
- Built and showcased a growing portfolio via Instagram (@DesignedByAbdullahi) and Behance.

Newscaster – FUO Campus Channel 2025

- Delivered professional news bulletins for the department's digital broadcast channel.

Broadcast Intern – Raypower FM Jul 2024 – Oct 2024

- Assisted in radio production, newsroom operations, and sound editing.
- Hosted Campus Vibes (Wednesday edition), developing a strong on-air presence.
- Practiced live newscasting and gained exposure to professional broadcast workflows.

Broadcast Intern – Faaji FM Jul 2023 – Oct 2023

- Supported program planning, recording, and scheduling.
- Gained hands-on experience in radio production and newsroom support.

LEADERSHIP & PROJECTS

- Editor-in-Chief, Fountain Spring Newspaper (2023): led editorial team and publication pipeline.
- Team Lead, Spark Creative Agency — 1st Place, Advertising Pitch Competition (2023).
- Team Lead, Apex Advertising Agency — 2nd Place, Advertising Pitch Competition (2024).
- Hosted and MC'd departmental events: Advertising Pitch (2025), Litspark Book Reading (2025), Final Year Hangout (2025).

EDUCATION

Fountain University, Osogbo

Bachelor of Science in Mass Communication (2021 – 2025).

SKILLS

Design Tools: Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Figma, Affinity, Canva.

Media Tools: Adobe Audition (basic), Adobe Premiere Pro (basic)

Core Strengths: Graphic Design, Brand Identity, Public Speaking, Voiceover Production, Journalism, Radio Production, Event Hosting, Creative Writing.

AWARDS & RECOGNITION

- 1st Place – Advertising Pitch (Spark Creative Agency, 2023)
- 2nd Place – Advertising Pitch (Apex Advertising Agency, 2024)
- Recognized for leadership and contribution to multiple academic and professional projects.