

ADEWOLE BOLUWATIFE DAVID

Brand Designer

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SUMMARY

I build brands that earn their place in the market. Five years of translating abstract business thinking into visual identities, campaign design, and digital experiences that people connect with and competitors notice. My work starts with strategy: understanding what a brand needs to communicate, to whom, and why before a single mark is made. From there I concept, prototype, and execute with precision, whether that means a logo system built to last, a campaign that drives real engagement, or a digital experience that makes a business feel as credible as it actually is.

KEY ACHIEVEMENTS

- Built strategic brand identities for businesses across fintech, logistics, healthcare, fashion, and media spanning the US and Africa, each grounded in positioning and audience insight rather than aesthetics alone.
- Delivered two international web projects in 2026: a full Framer-to-Webflow migration with custom GSAP animations for a German SaaS client, and a bilingual Arabic/English platform covering UI design, SEO, and RTL/LTR architecture end to end.
- Built a premium lifestyle brand from zero and sustained a close to two-year creative relationship, designing campaigns that drove community engagement and brought in new customers.
- Developed complete brand systems for three US clients across fintech, transport, and media, each with a distinct visual language built to hold up consistently across digital and print.
- Redesigned a SaaS product web presence to realign with an evolved AI-enabled offering, improving clarity for prospects and investors and strengthening commercial communication.

Tools and Technology: Adobe Illustrator, Photoshop, InDesign, After Effects, Premiere Pro | Figma | Webflow | Canva | Cursor | Claude AI | Figma AI | Magnific

SELECTED BRAND WORK

Brand Designer	2020 – Present
<i>Independent practice partnering with startups and growth-stage businesses to build brands that communicate with intention and perform in the market.</i>	
Jamopaw – Premium lifestyle brand	
- Conceived and built the brand identity from zero: a visual system with enough character to stand out in a saturated consumer market and enough structure to scale. - Designed campaigns that drove measurable engagement to the brand's activities, building a community around the identity rather than just recognition of it. - Retained as designer for close to two years, a relationship sustained entirely by the performance of the work.	
Liberty Bancard – Fintech brand USA	
Developed a brand identity that embodied the company's objectives so precisely that outreach and communication became significantly easier: the brand did the first layer of persuasion before anyone said a word.	
Properlley – Real estate marketplace	
- Built the brand identity, visual system, and brand guidelines from concept, establishing a credible and distinctive presence for a new market entrant. - Designed the investor pitch deck, shaping how the business communicated its vision to stakeholders and potential partners.	
Duollance – HR and freelance platform	
Created a brand identity flexible enough to travel with the business as it evolved: the system has remained an essential asset as the company has grown and expanded into new directions.	
Montamo – SaaS platform Digital brand experience	
Migrated and rebuilt the full digital brand experience from Framer to Webflow, including motion and a scalable component system, with a measurable improvement to team performance and business impact post-launch.	
Level 4 Transit, Stellor Media, Jaysride Logistics, Magical Creations	
Delivered complete brand systems across transport, media, logistics, and fashion, each built around the specific audience, market context, and commercial objective of the business.	

EDUCATION

B.Sc. Engineering, Obafemi Awolowo University	2024
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CERTIFICATIONS

Google UX Design Certificate: Foundations of UX Design | Conduct UX Research and Test Early Concepts | Google Developers Machine Learning Crash Course