

Awa Joseph Chinedu

Brand Designer

Location: Lagos, Nigeria Email: designsawa1@gmail.com Portfolio: behance.net/designs_awa

PROFESSIONAL SUMMARY

Brand Designer with 4+ years of experience crafting compelling visual identities across tech, edutech, food & hospitality, and media industries. Skilled in building cohesive brand systems, translating business goals into distinctive visual experiences, and creating designs that strengthen brand recognition and drive audience engagement.

EXPERIENCE

My Charcoal (Food Delivery Service) — *Brand Designer*, March 2025 – Oct. 2025 (Contract)

- **Led the brand identity design from scratch**, developing the visual foundation for a food delivery service targeting the Benin market.
- **Developed the brand strategy and positioning**, shaping how the business communicates its value and connects with its target audience.
- **Designed the logo, typography, and iconography systems**, establishing a cohesive and memorable visual identity across all brand touchpoints.
- **Created print and packaging materials**, ensuring brand consistency across physical customer-facing assets.
- **Designed brand merchandise**, extending the identity beyond digital and print into tangible brand experiences.
- **Created motion design assets** to support content and campaigns across social media, strengthening brand visibility and engagement.
- **Delivered a complete end-to-end brand system**, growing the account to 34.5K+ followers and establishing it as a recognizable food brand in Benin.

KloudOpp — *Brand Designer*, Sept. 2023 – Feb. 2024

- **Contributed to building the mother brand identity for Kloudopp**, a multi-dimensional tech startup encompassing four distinct sub-brands.
- **Collaborated with a team of brand designers** to develop a cohesive visual language that scaled consistently across the parent brand and its sub-brands.

- **Designed brand identities for multiple sub-brands**, ensuring each maintained its own distinct personality while staying aligned with the mother brand's core identity.
- **Developed brand guidelines and visual systems**, establishing consistency in logo usage, typography, color, and design assets across all brand entities.
- **Worked cross-functionally within a design team**, aligning on creative direction, feedback, and execution to deliver a unified multi-brand ecosystem.
- **Designed marketing and brand collateral** across the mother brand and sub-brands, supporting brand recognition and market positioning.
- **Balanced brand architecture challenges**, ensuring clarity and differentiation across four sub-brands without diluting the strength of the parent brand.

Aldrenor (Media Agency) — *Graphics Designer*, Jan. 2023 – June 2023

- **Designed visual content for news and entertainment media**, supporting a global media platform focused on African news, intelligence, and culture.
- **Created branded graphics for digital campaigns and social media**, ensuring visual consistency across the platform's online presence and audience touchpoints.
- **Produced editorial and promotional visuals** for articles, video content, and announcements, aligning design with the brand's editorial voice and identity.
- **Collaborated with the content and editorial team** to translate news stories and updates into engaging, on-brand visual assets.
- **Maintained brand consistency across multiple content formats**, supporting Aldrenor's positioning as a leading voice in African media and intelligence.

Trail Alley (IT Services & Consulting) – *Brand Designer*, Feb 2022 – Dec. 2022

- **Led brand research and strategy development from scratch**, establishing the foundational identity for a startup focused on digital skills and tech opportunities for beginners.
- **Conceptualized and designed the brand's logo and visual identity**, translating the mission of accessible tech education into a distinctive, ownable visual language.
- **Developed iconography and visual systems**, ensuring consistency across the brand's digital and print touchpoints.
- **Designed brand merchandise**, extending the identity into tangible, brand-aligned physical assets.

- **Created animated brand assets**, adding motion and personality to strengthen brand storytelling and audience engagement.
- **Helped grow brand visibility for a startup that reached 234+ followers (LinkedIn and other social media handles)**, establishing a foundational identity that supported early audience growth.

EDUCATION

University of Benin, Benin City, Edo State, Nigeria – Applied Geophysics (B.Sc.)

April 2023 – Aug. 2026

TOOLS

Adobe Illustrator, Adobe Indesign, Adobe Photoshop, Figma, MicroSoft Office Suit, Google Workspace, Clickup.

SKILLS

Brand Identity Design, Brand Strategy & Positioning, Logo Design & Conceptualization, Typography, Iconography, Visual Design, Brand Guidelines & Design Systems, Motion Graphics & Animation, Print & Packaging Design, Social Media & Campaign Design, Editorial & Marketing Design, Cross-Functional Team Collaboration.