

FLOURISH PEMU

VISUAL, BRAND IDENTITY & SOCIAL MEDIA DESIGNER

Email: flourishpemu@gmail.com | Location: Nigeria (Available Globally / Remote) | Portfolio: behance.net/flourishpemu

PROFESSIONAL PROFILE

Versatile and execution-driven Brand Identity, social media, and UI Designer with expertise across Figma, Adobe Illustrator, and Adobe Photoshop. Specialized in translating strategic brand visions into cohesive visual identities, high-converting social media creatives, and crisp, modern web hero sections and UI layouts. Proven track record of delivering multi-page brand guidelines, engagement-focused Instagram carousels, and responsive digital UI screens for lifestyle, beauty, and digital service brands.

TOOLBOX & CREATIVE CAPABILITIES

Primary Design Software	Specialization & Execution
Figma: UI/UX wireframing, layout systems, component libraries, digital asset architecture Adobe Illustrator: Vector branding, logo design, typography layout, custom graphics Adobe Photoshop: Advanced photo manipulation, composite creation, retouching	- Brand Identity Systems & Design Guidelines - Social Media Campaign Assets & Instagram Carousels - Visual Storytelling, Hierarchy & Art Direction - Digital Product Collateral & Marketing Presentation Decks

DESIGN EXPERIENCE

Lead Visual & Brand Designer Freelance / Remote	2024 – Present
- Craft comprehensive visual identity systems, brand story decks, and multi-platform promotional graphics for lifestyle, apparel, and beauty brands. - Design high-converting Instagram carousels, editorial story layouts, and promotional banners designed to boost engagement and brand recall. - Perform advanced image editing, lighting adjustments, texture enhancements, and realistic product mockups using Photoshop and Illustrator. - Collaborate remotely with brand owners to translate high-level visual concepts into cohesive design systems with fast turnaround times.	
Digital Product & UI Designer Independent Design Practice	2024 – Present
- Architect modern UI/UX product wireframes and responsive digital touchpoints in Figma for web and mobile platforms. - Develop structured visual hierarchy rules, color tokens, and typographic scale systems to ensure consistent brand identity execution across all media.	

FEATURED CASE STUDIES & KEY PROJECTS

Formé Studios — Brand Strategy & Identity Case Study
Engineered a 22-page brand identity deck defining visual direction, typography pairings, color systems, and social media layout architecture.
Tools: Figma, Adobe Illustrator, Adobe Photoshop
Évestique Beauty Deluxe — Brand Identity & Marketing Systems
Developed complete luxury brand guidelines, slide presentations, and promotional marketing collateral for a skincare retail brand.

Tools: Adobe Illustrator, Adobe Photoshop, Figma

Apex Horizon Travels — Visual Identity & UI Design

- Designed an end-to-end visual identity system, brand guidelines, and modern UI digital touchpoints for a bespoke global travel concierge.

Tools: Figma, Adobe Illustrator

ELine Skincare — Product Photo Manipulation & Art Direction

- Executed advanced composite image editing, lighting matching, and studio-grade retouching to highlight product texture and organic aesthetic appeal.

Tools: Adobe Photoshop, Adobe Illustrator