

DANIEL UCHECHUKWU ADII

Graphic Designer / Creative Strategist

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PROFILE SUMMARY

An extremely motivated and creative Graphics Designer with extensive experience of 6+ years in graphic design, logo design, branding, and visual communication. Experienced in converting creative concepts and business needs into efficient and powerful solutions that build and maintain a company's image, strengthen their brands and assure client happiness and business goals. I am proficient at managing many creative projects and providing exceptional output for various industries. I possess a strong passion for merging creativity, innovation and strategic planning to achieve desirable outcomes. I take pride in my expertise, efficiency, and ability to make complex creative challenges look effortless.

SKILLS

- | | | |
|-----------------------|------------------|------------------------|
| • Adobe Photoshop | • Figma | • Power Point |
| • Adobe Illustrator | • InDesign | • AI |
| • Adobe After Effects | • Corel Draw | • Branding |
| • Canva | • Microsoft Word | • Visual Communication |

WORK EXPERIENCE

GRAPHIC DESIGNER (REMOTE)

2020-Present

- Work remotely with a diverse range of clients and businesses both within and outside Nigeria, understanding their unique needs and translating their ideas into effective visual solutions.
- Handle a wide variety of design projects, including brand identity, marketing campaigns, social media content, promotional materials, and event decoration designs.
- Create visually engaging and consistent designs that align with each client's brand identity, target audience, and overall communication objectives.
- Manage multiple projects simultaneously, communicating effectively with clients remotely, incorporating feedback, and ensuring timely delivery without compromising quality.
- Adapt creative approaches to suit different industries, brands, audiences, and project requirements while maintaining professionalism and strong attention to detail.

PI IMAGE PRODUCTION HOUSE

Graphics Designer, Production Manager, Content Creator, Social Media Support

2026 – till date

- Work closely with the marketing team, production managers, and content creators to develop and execute creative projects that align with client and company objectives.
- Design visual assets, promotional materials, social media content, and production graphics while maintaining consistency in brand identity and visual communication.
- Coordinate and supporting production activities, ensuring projects are properly organized, efficiently executed, and delivered within agreed timelines.
- Create engaging content and providing social media support to strengthen brand visibility, audience engagement, and digital presence.
- **Achievement:** Successfully managing multiple creative and production responsibilities in a fast-paced environment, contributing to a **30%** improvement in team productivity and workflow efficiency.

TGA HUB LTD.

2025 – 2026

Creative Strategist

- Worked closely with the marketing team to position the brand directly in front of its target audience.
- Created brand assets and developed standard guidelines to ensure consistent visual identity across all platforms.

- Leveraged my expertise in multiple design software to tackle complex tasks efficiently, ensuring smooth creative operations within the company.
- Increased brand visibility, social media engagement, and overall audience growth by 50%
- **Achievement:** I have been able to work seamlessly in a fast paced environment and in a team, increasing productivity by 30%

Anagkazor Printing Press, Enugu

Graphic Designer

2023 – 2024

- Crafted innovative print and digital materials, including logos, business cards, flyers, posters, banners, and promotional content, aligning each design with client needs and market demands.
- Partnered closely with clients to transform their ideas into impactful visual solutions, maintaining a feedback-driven approach that encourages customer satisfaction, repeat business, and referrals.
- Designed and executed compelling branding and promotional campaigns that support sales growth and strengthen clients' visibility and market presence.
- Leveraged advanced design tools and streamlined workflows to manage multiple projects efficiently, improving turnaround time while maintaining high-quality standards.
- **Achievement:** Successfully improving project delivery efficiency and client satisfaction by consistently delivering impactful designs, contributing to increased repeat business and customer referrals by 30%.

EDUCATION

MSc.

Federal University of Technology, Akure (FUTA)

2024 – 2026

B.Sc. Human Anatomy

University of Nigeria, Nsukka, Enugu State

2019 – 2023

CERTIFICATIONS

- Ui/Ux