

HABEEB AYOOLA

Creative Designer | Graphic Designer | Brand & Visual Strategist

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SUMMARY

Creative Graphic Designer with 6+ years of experience designing social media graphics, ad creatives, event branding, campaign visuals, presentations, and marketing materials for local and international brands. Skilled at developing original creative concepts, maintaining brand consistency across digital and print touchpoints, and collaborating with marketing and product teams to deliver clear, engaging, on-brand visual content. Proficient in Adobe Creative Suite, UI/UX and web design, with a strong eye for layout, composition, and visual storytelling.

CORE SKILLS

Design & Creative Tools

Adobe Photoshop, Illustrator, InDesign, CorelDraw, Figma

UI/UX & Web Design

Website UI design, landing pages, mobile design, web design

Video & Motion

Adobe Premiere Pro, CapCut, Blender

Print & Digital Marketing Materials

Flyers, banners, posters, brochures, presentations, social media graphics, ad creatives

Creative Direction & Strategy

Brand identity development, creative concept development, visual storytelling, campaign design, brand consistency

Core Design Principles

Layout, composition, typography, color theory, page design

PROFESSIONAL EXPERIENCE

Oaken Events

Creative Director / Lead – Experiential Designs & Events Branding

May 2024 - June 2026

- Developed original creative concepts and led visual direction for experiential events and brand activations
- Designed event branding, stage visuals, signage, and audience engagement materials that maintained brand consistency across live touchpoints
- Partnered with clients to translate campaign objectives into immersive, on-brand visual experiences, delivering on schedule and within budget

HDS (Hotdog Solutions, UK)

Creative Designer / Director

Nov 2023 - July 2025

- Designed social media graphics, ad creatives, campaign visuals, and branded marketing materials across multiple digital platforms
- Developed creative concepts from campaign briefs, translating strategy and information into compelling visual designs
- Maintained brand consistency across all touchpoints while managing design workflows and multiple concurrent projects
- Collaborated with marketing and product teams to deliver goal-driven visual content on schedule

The Executive Paper (UK)

Graphic Artist / Operations Manager

June 2021 - Oct 2023

- Designed flyers, banners, posters, brochures, brand assets, and marketing materials for client campaigns
- Prepared design drafts, presented concepts to clients, and amended designs based on feedback
- Improved visual consistency across platforms and delivered multiple design projects on time while meeting quality standards

EDUCATION

University of Lagos (UNILAG)

2013 - 2017

Bachelor of Science (BSc) in Art & Creativity

PORTFOLIO

bit.ly/3V62Ita

ADDITIONAL STRENGTHS

- High level of emotional intelligence and strong communication and collaboration skills
- Ambitious self-starter, able to prioritize and multitask in a fast-paced environment
- Ability to work independently and within a team, with high attention to detail and design quality
- Adaptable and quick to learn new tools and design trends
- Socially conscious and interested in contributing to the growth of Nigeria's creative industry