

SEGUN FREDRICK

GRAPHIC DESIGNER

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Summary

Creative and detail oriented Graphic Designer and UI/UX Designer with a strong eye for visual storytelling and user-centered design. Skilled in Adobe Photoshop and Figma, with experience creating engaging digital experiences, brand identities, and intuitive interfaces. Passionate about transforming ideas into visually compelling and functional designs that solve real problems and deliver measurable impact.

Skills

- **Software:** Adobe Photoshop, Figma, Adobe Premier pro
- **Design:** Branding & Identity, Logo Design, Print Design, Digital Design, UI/UX Principles, Typography, Layout Design
- **Soft Skills:** Project Management, Client Communication, Team Collaboration, Branding and Visual Identity, Creative Thinking, Time Management

Education

■ Bachelor Degree Mass communication

National Open University Of Nigeria

2022 - ongoing

■ Creative Industry Initiative For Africa ALLUMNI

Certified Graphics / Motion designer at Creative Industry Initiative For Africa

2019

Certified in Videography / Cinematography, Creative Industry Initiative For Africa

2019

Certified in Content Creation, CIFFA 2019

Experience

■ Creative Designer | Make Music

January 2022 - 2025

- Led the creative design process for major clients, resulting in a 25% increase in client satisfaction scores.
- Designed and produced a wide range of marketing materials, including digital ads, social media graphics, brochures, and corporate branding packages.
- Collaborated with graphics and content teams at Make Music Lagos, ensure all visuals aligned with campaign goals and brand identity.

■ Senior Graphic Designer

March 2019 - Present

- Developed brand identities, logos, and style guides for small and medium-sized businesses.
- Managed multiple projects simultaneously, from initial brief to final delivery, consistently meeting deadlines.
- Created compelling visual assets for websites and mobile applications, enhancing user experience.
- Improved workflow efficiency by implementing new design software and project management tools.