

# DARAMOLA TOSIN LAWRENCE

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Portfolio: <https://lawrencedaramola.wixsite.com/idesigner>

Creative Director with over a decade experience managing graphic design projects from inception to execution. Highly creative with the ability to work well within a team. Highly skilled with various Adobe Creative Suite programs (Photoshop, InDesign, and Illustrator) and other design programs such as CorelDRAW. Excellent leadership and communication skills.

## WORK EXPERIENCE AND ACHIEVEMENTS

CEO/Creative Director/Freelance                      Ado, Ekiti, Nigeria.    February 2024 - Present  
Aperture Incorporated. (DesignHub, Photolab, and Print)

### Senior Graphic Designer

Faxwell Digital Colour Lab - Ado, Ekiti. Nigeria | August 2018 - February 2024

- Create and execute designs for various projects, including print and digital media, branding, social media graphics, and packaging design.
- Collaborate with the creative team to ensure consistency in visual elements and messaging across all design projects.
- Manage multiple projects simultaneously while adhering to deadlines and budgets.
- Designed a packaging concept for a new product line that resulted in a 50% increase in sales.
- Created over 300 original rich images for company clients using various computer software for graphic design.
- Delivered top projects that pleased clients and attracted new business, with a 30% increase in client referral rate.

### Graphic Designer

St. Michael's Digital Color Lab - Ikeja, Lagos. Nigeria | Jan. 2014 - Aug. 2018

- Conceptualized and executed designs that met client expectations and brand guidelines.
- Participated in client meetings and presentations to discuss design concepts and receive feedback.
- Maintained organized files and folders to ensure efficient workflow and easy accessibility for future use.
- Successfully contributed to a 70% increase in customer engagement for a client's social media platform by creating visually appealing graphics.
- Designed a brochure for a client that resulted in a 80% increase in sales and revenue.

### Assistant Graphic Designer

Dee&BeePhotoPrints-Ikeja, Lagos.Nigeria|                      July 2012 - Jan. 2014

- Managed small projects independently and ensured timely delivery of high- quality designs.

- Arranged photographs, illustrations, and other design pieces to convey a specific look for a company website.
- Employed design fundamentals when selecting typography, composition, layout, and color in design work.
- Created a series of marketing materials for client that resulted in a 20% increase in leads and a 50% increase in revenue.

EDUCATION

- Bachelor's degree in Computer Science

Afe Babalola University, ADO, NG

September 2022 – May 2026

AWARD

- Top Design Achievement Medal -  
Faxwell DigitalLab | 2022.

INTERESTS

Painting | Reading | Soccer | Video Game |  
Travel | Cooking | Yoga | Drawing  
Photography

LANGUAGES

- English • Yoruba