

NDUBUISI MAXWELL

Email: ekenemaxwell640@gmail.com | Phone: +2348116958100 | Location: Abuja, Nigeria

PROFESSIONAL SUMMARY:

A Problem-solving oriented brand strategist driven with the end goal of creating visuals that appeal to the audience resulting in sales and goal accomplishment. For the past three (3) years I have worked with various brands made sure they hit their target. Aside from my technical skills I possess leadership qualities, effective communication, diligence and excellence.

KEY SKILLS:

- Problem solving
- Creative Ideation
- Collaboration and teamwork
- High proficiency in Adobe Photoshop and Illustrator
- Experienced Brand / Social Media Designer

RELEVANT EXPERIENCE:

Brand Designer

March 2023 – May 2024

ShopVerse Remote store

- Engineered visual brand identity systems including typography, digital guidelines etc
- Came up with social media campaigns that bring in clients from time to time
- Increased sales on the Shopverse platform by 40%

Social Media / Brand Designer

January 2024 – September 2025

RideLink

- Designed a comprehensive visual identity system and a 10-day launch campaign strategy, including promotional flyers, social assets and brand guidelines to establish high market visibility.
- Created a cohesive digital ecosystem focusing on trust, speed and seamless user touchpoints across web and mobile collaterals.

Social Media / Brand Designer

October 2025 – September 2026

TalkDoc - *Digital Healthcare and Telemedicine Concept*

- Engineered a high-trust visual identity and UI strategy for a digital health brand, prioritizing accessible typography, calm color palletes and clear information hierarchy.
- Created a cohesive digital ecosystem focusing on trust, speed and seamless user touchpoints across web and mobile collaterals.

Brew and Co – *Artisan Coffee Roasters*

- Crafted brand strategy, packaging design and visual assets for a specialty coffee brand, emphasizing premium positioning and distinctive shelf presence.
- Formulated multi-channel promotional assets and print collaterals to demonstrate consistent visual messaging across consumer touchpoints.

EDUCATION

Bachelor of Science (B.sc) Statistics

Federal University of Lafia

Expected 11/2026

Relevant Course Work: Sampling Techniques and Survey

ACCOMPLISHMENTS

- Increased sales by 40% when working with ShopVerse
- Brew and Co became the top shelf coffee brand after the design campaign
- Increased publicity for Ridelink

SOCIALS

X: eureka_designs

Instagram: eureka_designs1

LinkedIn: Ndubuisi Maxwell

REFERENCES

Available upon request