

OJO TOMIWA SAMUEL

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EDUCATION

ACHIEVERS UNIVERSITY
Owo, Ondo State, Nigeria
B.Sc., Biochemistry

CORE COMPETENCIES

- Brand Identity Design
- Marketing Design
- Campaign Design
- Digital Advertising
- Meta Ads Creative
- DTC Marketing
- E-commerce Design
- Visual Storytelling
- Conversion-focused Design
- Creative Strategy
- Product / UI/UX Design
- Wireframing & Prototyping
- User Research & Usability Testing
- Interaction Design
- Information Architecture
- User Flows & Journey Mapping
- Cross-Functional Collaboration
- Visual Design & Branding
- Accessibility & Usability Standards
- Agile/Scrum Product Development

TOOLS & TECHNOLOGIES

- Figma
- Adobe XD
- Adobe Photoshop
- Adobe Illustrator

PROFESSIOANL SUMMARY

Senior Product and multidisciplinary designer with 5+ years of experience designing digital products, user experiences, brand identities, and marketing campaigns across technology, fintech, health, wellness, and digital businesses. Experienced in translating complex requirements into intuitive product experiences, scalable design systems, and high-impact visual communication. Proficient in Figma and Adobe Creative Suite, with experience collaborating with product, engineering, marketing, and business teams to deliver user-focused and commercially effective design solutions.

EXPERIENCE

SENIOR BRAND DESIGNER

Nature'sfield, Lagos / March 2023 – August 2026

- Led creative direction and visual execution for a leading DTC health and wellness brand across digital marketing, e-commerce, and social media platforms.
- Designed high-performing Meta (Facebook & Instagram) static advertising creatives supporting product launches, seasonal promotions, customer acquisition, and retargeting campaigns.
- Developed compelling marketing assets across wellness, nutrition, supplements, beauty, mental wellness, and self-care product categories while maintaining strong brand consistency.
- Partnered closely with Growth Marketing, Content, and Product teams to translate campaign objectives into visually engaging, conversion-focused creative assets.
- Produced digital assets for landing pages, email campaigns, website banners, social media, product promotions, and paid advertising.
- Built and maintained scalable visual systems that strengthened brand consistency across customer touchpoints.
- Applied customer insights and campaign objectives to produce creatives optimized for engagement, click-through performance, and online sales.
- Leveraged AI-assisted creative workflows alongside Adobe Creative Suite and Figma to accelerate concept development, asset production, and creative experimentation.

PRODUCT DESIGNER

Descasio, Lagos / April 2021 – March 2023

- Designed end-to-end product experiences for PlugIQ, an AI-powered workflow automation platform that helps businesses streamline and scale their operations.
- Translated complex business and automation requirements into intuitive user flows, wireframes, prototypes, and high-fidelity product interfaces.
- Designed and refined core workflow experiences, including workflow creation, automation, data management, and supporting product interactions.

Adobe InDesign

CorelDRAW

HTML & CSS

Basic Motion Graphics & Video Editing

ADDITIONAL INFORMATION

Strong communication and stakeholder management skills

Experience working in Agile/Scrum environments

Strong understanding of responsive and accessibility-focused design principles

Ability to balance user needs with business and product objectives

PROFESSIONAL CERTIFICATION

Nupat Technology, Product Management (In View)

New Horizons Nigeria, Graphics Design

New Horizons Nigeria, UI/UX Design

New Horizons Nigeria, ICT Fundamentals

SQI Service Quality Institute, Feelings for Professional

- Collaborated closely with Product Managers, Engineers, and senior design leadership to balance user needs, business objectives, and technical feasibility.
- Contributed to building and maintaining a scalable design system, developing reusable components, variants, and interaction patterns to improve consistency across the product.
- Conducted usability reviews and iterative design validation to identify friction points, simplify complex workflows, and improve overall product usability.
- Advocated for the integration of AI into product workflows, exploring ways to make workflow creation and automation more accessible and efficient for users.
- Participated in design reviews, product discussions, and developer handoffs, ensuring design decisions were clearly communicated and effectively translated into the final product.

GROWTH AND MARKETING DESIGNER

Bossmeek Integrated Limited, Lagos / January 2019 – February 2021

- Led the design and execution of brand, marketing, and digital campaigns for clients across multiple industries, creating visually compelling assets that strengthened brand visibility and customer engagement.
- Designed conversion-focused social media creatives, promotional campaigns, website banners, and digital advertising materials that supported lead generation and sales objectives.
- Developed brand identities, visual guidelines, and marketing collateral that ensured consistent communication across online and offline touchpoints.
- Collaborated with marketing, sales, and business teams to translate campaign goals into high-performing creative concepts and customer-facing experiences.
- Created engaging content for Facebook, Instagram, and other digital channels, helping brands improve audience reach, engagement, and overall campaign effectiveness.
- Designed landing pages, product promotions, and marketing assets that enhanced user experience while supporting business growth initiatives.
- Managed multiple client projects simultaneously, consistently delivering high-quality creative work within tight deadlines and fast-paced environments.
- Contributed to the growth of client brands through strategic visual storytelling, campaign execution, and performance-oriented design solutions

REFERENCES

Available upon request.