

OGUNLOYE OLUWASEUN

Brand Designer | Visual Strategist

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PROFILE

Brand Designer and Visual Strategist with 7+ years of design practice and 5+ years in professional brand identity roles spanning real estate, FMCG, tech retail, and creative agencies across Nigeria and Canada. Builds end-to-end visual identity systems, from strategy and positioning through to logo architecture, guidelines, and campaign rollout, that move client brands from generic to premium. Background in systems-based thinking (Chemistry Education) informs a disciplined, research-led approach to brand architecture.

PROFESSIONAL EXPERIENCE

Lead Designer (Remote) | The Ink Tribe | Guelph, Ontario, Canada 2025 - Present

- Lead visual direction for a Canadian creative agency, overseeing brand identity and campaign design across multiple concurrent client accounts.
- Design and ship social, flyer, and carousel campaigns (e.g. WIBES 2025, Write-to-Earn Bootcamp) for client launches, partnering with copy and strategy teams to hit publish deadlines.
- Establish brand standards and templated systems that maintain visual consistency across all client touchpoints, reducing rework on recurring campaign formats.

Lead Strategist (Full-time) | Tankel Investment & Properties (Nig.) Ltd. | Lagos, Nigeria 2021 - 2026

- Designed a comprehensive brand identity system - logo, guidelines, and digital/print collateral, adopted across 15+ real estate property listings.
- Created campaign assets including brochures, signage, vehicle livery, and digital advertising that established a consistent market presence for the brand.
- Authored the brand guidelines document used internally and externally to maintain visual consistency across all communications.

Senior Brand Designer (Freelance) | JTech Gadgets & Befit Scents | Lagos, Nigeria 2023 - 2025

- Built a complete brand identity system for **JTech Gadgets** - logo architecture, colour strategy, typography, pattern system, merchandise, and social ad templates - to differentiate the retailer in Computer Village, Ikeja, Nigeria's most competitive tech retail market.
- Delivered a full visual identity refresh for **Befit Scents**, a Lagos fragrance brand, including logo system, brand guidelines, and premium market positioning.

Founder | LincForge | Lagos, Nigeria 2026 - Present

- Run an independent brand studio delivering identity design, brand audits, and strategic consultation for startup and growth-stage clients.
- Develop and share creative education content for designers and brand owners, covering brand strategy, visual systems, and design thinking.

SKILLS & EXPERTISE

Software & Tools

Design: Adobe Illustrator, Photoshop, InDesign, Affinity | **UI / Prototyping:** Figma, Framer, Canva | **Collaboration:** Notion, Google Workspace, Slack

Core Competencies

Brand & Strategy: Brand Architecture, Market Positioning, Visual Strategy | **Design Execution:** Identity Systems, Logo Design, Typography, Brand Guidelines | **Campaigns:** Social Media Design, Digital Advertising, Flyers & Carousel Content

EDUCATION

B.Sc. / B.Ed., Chemistry Education - University of Lagos (2019 - 2023)

Diploma, Graphic Design - Professional Training, Lens Graphics (2015 - 2016)