

SAMUEL OLALEYE

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Ibadan, Nigeria

Professional Summary

Excellent in crafting complete visual identities that tell a story, connect with people, and help businesses shine online. Expert in building design systems that drive recognition, trust, and loyalty for a wide range of companies from startups finding their voice to established corporate brands needing a fresh edge. Strongly blending creativity with strategy by designing visuals that resonate deeply with audiences while staying true to a brand's essence. Whether it's building guidelines, shaping marketing collateral, or leading full-scale design initiatives, I thrive on turning ideas into experiences that leave lasting impressions.

Core Competencies or Skills

- Brand Identity Development
- UX Design
- Proficient in Adobe Creative Suite
- Proficient in Figma
- Proficient in Canva
- Visual Communication
- Web & Digital Design
- Typography
- Emotional Intelligence
- Effective Communication
- Attention to Detail
- Adaptability
- Time Management
- Problem-Solving & Strategy

Professional Experience

Digital Product Designer – HAO Inventory

January 2025 – June 2026

- Create a clean and professional brand identity, positioning the company as a trusted digital solution for inventory and business management.
- Develop marketing materials—including flyers, social media graphics, and digital campaigns—that communicate HAO Inventory's value to car dealers.
- Produce branded corporate materials such as MSO and insurance documents, Carfax reports, plus brochures, boosting client confidence and acquisition.
- Maintain visual consistency across platforms, ensuring a strong, recognizable, and credible brand presence.

Creative Design Strategist – Doorcas Africa

March 2025 – Present

- Produce impactful social media visuals and awareness campaigns that educate farmers and amplify the platform's reach across rural and urban communities.
- Develop brochures, flyers, and promotional materials that simplify complex agricultural and veterinary concepts into farmer-friendly communication tools.

Design Consultant – The Elysium Company

March, 2025 – June 2025

- Delivered motion graphics, animations, and videos that amplified Elysium's online presence and supported impactful storytelling across platforms.
- Created and executed innovative email marketing designs, improving reach and promotional effectiveness.
- Ensured design excellence and brand consistency across campaigns by coordinating with teams in photography, videography, and content creation.
- Applied the latest design trends and tools to maintain fresh, competitive, and visually compelling brand communication.

Brand Experience Designer – Olewa Fashion Solutions

July 2023 – March 2024

- Defined the fashion brand's visual identity by creating a captivating logo that became the face of the company across all platforms.
- Designed high-impact promotional flyers that drove customer engagement and directly contributed to increased sales and brand visibility.
- Elevated the customer experience with premium, elegantly crafted clothing tag designs, sponsoring sophistication, enhanced product value, and boosted customer satisfaction.

Lead Graphics Designer – Kijiji Afrika January 2022 – April 2022

- Designed a powerful logo that captured the organization's mission and values, creating a recognizable symbol for advocacy and community identity.
- Produced impactful T-shirt designs and branded merchandise, fostering awareness, solidarity, and pride among supporters and staff.
- Developed bold, eye-catching placards and campaign visuals that amplified Kijiji Afrika's voice in activism and public engagement.
- Created professional business collateral—including business cards, letterheads, and stationery—that reinforced the organization's credibility and brand identity.

Design & Branding Associate – The Startup Thread

November 2021 – January 2022

- Developed full-scale brand identities for startup clients, designing logos, color systems, and typography that highlighted each brand's individuality and positioned them effectively in competitive markets.
- Partnered with startup founders to capture their vision and transform it into cohesive visual strategies aligned with business goals and audience needs.
- Authored detailed brand guidelines to show the usage of logos, colors, fonts, and other visual assets, providing startups with a strong foundation for future growth and communication.

Education

University of Ibadan

2021 – 2025

B.Sc. Agricultural and Environmental Engineering

CGPA: 3.52 / 4.0

Relevant Coursework:

- Engineering Mathematics and Statistics

Languages

- English (Fluent)
- Yoruba (Fluent)
- French (Basics)

References