

PAUL OLUWASETEMI OLAOYE

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PROFILE

Graphics & UI/UX Designer with 5+ years of work experience, skilled in creating visually-appealing graphics for brands, social media graphics and ads, digital and print media, including logos, flyers, infographics, websites, advertisements, brochures, and presentations. Also creating professional user interfaces and user experience for mobile app & websites, with basic video editing for social and promotional content. Equipped with a proficient knowledge of design principles, branding and ability to work efficiently with the marketing team.

WORK HISTORY

Freelance Graphics Designer & UI/UX

July 2022– Current

Remote

Key Responsibilities

- Creating visually engaging branding solutions, such as logos, social media graphics, advertisements, mobile app and websites, that resonate with target audiences and effectively convey client messages.
- Developing effective branding strategies that drive brand awareness and increase customer engagement.
- Actively listening to client needs, incorporating feedback into the design process, and delivering on-brand, visually appealing designs.

Achievements and Results

- Successfully completed 50+ design projects for various industries within 2+ years.
- Increased client engagement by designing high-converting marketing visuals, leading to a significant boost in online customer interaction for clients.

Streple and Enet Techonologies

October 2025 – February 2026

Fintech/Cybersecurity – Abuja, Nigeria

Graphics Designer | Remote

Key Responsibilities

- Develop innovative and visually appealing graphics, designs that align with the brand's identity before the stipulated time.
- Conduct design research, engage creative thinking to create visually appealing designs for brand goals.
- Work effectively together with the content creator and Marketing team.
- Manage the day-to-day posting of branded content across all social media channels.
- Attend weekly meetings to give report on the progress of each task assigned.

Achievements and Results

- Created 60+ aesthetic graphics that aligned with the brand's identity

AxyBit

December 2024 – April 2026

Crypto-Fintech

UI/UX Designer/Graphics Designer

Key Responsibilities

- Conducts research to understand user needs and behaviour according to the brand goals.
- Creates wireframes and prototypes to visualize and test product ideas.
- Design visual and interactive elements of a product such as buttons, forms, and scrolling effects.
- Create usability testing to identify areas for improvement.
- Communicating and working with developers, stakeholders, and users.
- Attend weekly meetings to give report on the progress of each task assigned.

Thecybersecuritytutor

Nov 2024- Mar 2025

Canada

Lead Graphics Designer | Remote

Key Responsibilities

- Develop innovative and visually appealing graphics, designs that align with the brand's identity before the stipulated time.
- Conduct design research, engage creative thinking to create visually appealing designs for brand goals.
- Work effectively together with the content creator and social media team.
- Attend bi-weekly meetings to give report on the progress of each task assigned.

Achievements and Results

- Created 40+ aesthetic graphics that aligned with the brand's identity.

TREKK SCOOTERS

July 2020– Jan 2022

France | Lagos State

Graphics Designer | Remote

Key Responsibilities

- Develop innovative and visually appealing graphics, designs, and video content that align with the brand's identity before the stipulated time.
- Attend virtual bi-weekly meetings to give report and progress of each task assigned as well as new developments.
- Work effectively together with the marketing team including the content creator and the social media team.
- Tracked and analyzed the performance of designs on a weekly basis.
- Manage/file creative work for easy access and reuse

Achievements and Results

- Created 70+ aesthetic graphics that aligned with the brand's identity.

EDUCATION

Bachelor of Science: Microbiology

2017- 2024

Obafemi Awolowo University, Ile-Ife, Nigeria

CERTIFICATION/TRAINING

User Experience Design Essentials - Udemy 2025

HARD SKILLS

- Adobe Creative Suite (XD, Photoshop, Illustrator, Premiere Pro & InDesign)
- UI/UX Design – Wireframing, Prototyping & User Flows (Figma & InVision)
- Basic Video Editing (Adobe Premiere Pro)
- Corel Draw & Canva
- Microsoft Office Suite (MS Word, Excel & PowerPoint)
- Google Workspace (Google Docs, Google Sheets & Google Meet)

SOFT SKILLS

- Quick Design Creation
- Good Communication
- Good Time Management
- Teamwork
- Problem-solving
- Great Attention to Detail
- Innovation & Creativity

REFEREES

Available on request