

OLISE ANWADIKE

SENIOR BRAND DESIGNER | BRAND STRATEGIST | CREATIVE LEAD

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PROFESSIONAL SUMMARY

Senior Brand Designer and Creative Lead with 10+ years of experience across brand identity, visual communication, campaign development, advertising, and creative direction. Experienced in working across fintech, media, international organisations, and growing businesses, translating business objectives into clear brand systems and compelling visual experiences.

Combines strategic brand thinking with hands-on creative execution, from positioning and campaign concepts to visual identity, digital content, motion, and integrated communications. Proven experience leading creative production, developing scalable design systems, collaborating with cross-functional teams, and maintaining brand consistency across multiple channels.

Known for bringing together creative vision, strategic thinking, storytelling, and execution to build brands that communicate clearly and consistently.

CORE EXPERTISE

- Brand Strategy & Positioning
- Brand Identity Development
- Creative & Art Direction
- Campaign Strategy & Creative Development
- Visual Storytelling
- Creative Workflow Management
- Integrated Marketing Communications
- Digital & Social Media Design
- Team Leadership & Mentorship
- Brand Guidelines & Design Systems
- Stakeholder Communication
- Creative Presentations & Pitching

TECHNICAL SKILLS

Design & Creative: Adobe Photoshop | Adobe Illustrator | Adobe InDesign

Motion & Video: Adobe After Effects | Adobe Premiere Pro | Motion Graphics | Video Editing

Brand & Marketing: Brand Identity Systems | Brand Guidelines | Campaign Visual Development | Marketing & Advertising Design | Digital Content Development

PROFESSIONAL EXPERIENCE

LOVEWORLD INTERNATIONAL OFFICE UK (CHRIST EMBASSY)

Senior Designer / Creative Lead | 2023 – 2026 | International / Remote

- Directed creative development for international campaigns, conferences, events, and communication initiatives, translating campaign objectives into cohesive visual experiences.
- Led creative production across campaign visuals, social media, stage graphics, e-cards, digital communications, and promotional materials.
- Developed motion graphics, animated content, and short-form video assets to strengthen audience engagement across digital platforms.
- Collaborated with media, communications, and production teams to translate messaging into compelling visual storytelling.
- Managed multiple creative projects simultaneously while maintaining quality, consistency, and delivery against demanding production timelines.
- Maintained brand consistency across multiple communication channels and campaign touchpoints.
- Provided creative leadership throughout the production process, from concept development through final execution.

ZELIA FINANCE

Lead Brand Designer | 2023 – 2025 | Lagos, Nigeria

- Directed the company's visual identity and brand communication across digital platforms, helping establish a more consistent visual presence.
- Led creative development for campaign concepts, social media content, product visuals, and marketing communications.
- Translated marketing and business objectives into visual concepts designed to support customer engagement and brand communication.
- Partnered with product and marketing teams to align creative output with business priorities and customer needs.
- Presented creative strategies and visual concepts to stakeholders and internal teams, supporting stronger alignment and decision-making.
- Developed scalable design systems that improved brand consistency and communication efficiency across recurring creative outputs.

BNATURAL MED SPA

Lead Brand Designer | 2019 – 2022 | Lagos, Nigeria

- Led the development of branding and marketing communications across print and digital channels.
- Developed visual campaigns supporting social media promotions, seasonal campaigns, and customer engagement initiatives.
- Created reusable design systems and templates that improved creative production efficiency by approximately 30%.
- Strengthened consistency across recurring marketing materials through structured templates and visual systems.
- Produced promotional campaigns and brand assets that supported increased customer awareness and brand recognition.
- Managed creative execution from concept development through final production.

MATRIX PRE-PHONES

Digital Marketer / Graphic Designer | 2016 – 2018 | Lagos, Nigeria

- Developed advertising creatives, brochures, infographics, and promotional materials across digital and traditional channels.
- Conducted market and keyword research to inform digital marketing activity and audience targeting.
- Supported product launches through campaign visuals and promotional communication.
- Combined design and digital marketing knowledge to create visual content aligned with campaign and audience objectives.

CEFLIX

Graphic Designer Intern | 2013 – 2016 | Lagos, Nigeria

- Supported the development of logos, brochures, campaign materials, and marketing assets for branding and advertising projects.
- Assisted with creative research, concept development, and visual exploration.
- Collaborated with senior designers throughout creative production and campaign execution.
- Built foundational experience in brand identity, advertising design, and visual communication.

SELECTED IMPACT

30% Production Efficiency Improvement

Developed reusable design systems and templates at Bnatural Med Spa that improved creative production efficiency by approximately 30%.

Scalable Brand Systems

Built structured design systems at Zelia Finance to improve brand consistency and communication efficiency across recurring creative outputs.

International Creative Leadership

Led creative production for campaigns, events, digital communications, and visual storytelling initiatives for LoveWorld International Office UK.

Cross-Functional Creative Delivery

Worked across creative, marketing, product, media, communications, and production teams to translate business and communication objectives into visual experiences.

PROFESSIONAL DEVELOPMENT

Geneza School of Design — Brand Identity Design | 2024

Domestika — Logo Design: Building and Launching a Brand | 2023–2024

LEADERSHIP & PROFESSIONAL STRENGTHS

Creative Leadership | Strategic Thinking | Brand Storytelling | Team Mentorship | Problem Solving | Stakeholder Communication | Attention to Detail | Cross-Functional Collaboration