



Paula Hanachor

Graphic Designer

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📍 Lagos, Nigeria

SUMMARY

I am a Graphic Designer experienced in creating engaging social media content, marketing materials, and brand visuals across food, tech, hospitality, and retail. Skilled in Canva, Photoshop, Illustrator, Figma, and developing cohesive visual content that strengthens brand identity and supports marketing goals. Detail-oriented and comfortable managing multiple projects and deadlines in remote, collaborative environments.

EXPERIENCE

Graphic designer

05/2026 - 08/2026

Yolosouth

- Developed the brand identity and designed the logo, establishing a cohesive visual direction for the brand.
- Designed 7+ engaging social media graphics weekly for digital and promotional materials aligned with the brand's visual identity.
- Created and edited visual assets, including images and marketing materials, for digital campaigns and promotions.
- Translated project ideas into compelling visual designs and refined concepts based on feedback and project requirements.
- Maintained consistent branding across digital content and marketing materials.
- Collaborated with the team to develop and deliver creative assets within project timelines.

Freelance Graphic Designer

04/2026 - 06/2026

18fanz

- Designed high-engagement social media graphics for the brand.
- Created visually compelling blog graphics that strengthened content presentation and brand identity.
- Maintained consistent visual branding across social media and digital content platforms.
- Delivered trend-driven designs under tight deadlines in a fast-paced content environment.
- Collaborated with content teams to produce timely, audience-focused visual content.

Graphic Design Intern

11/2025 - 08/2026

Flow Nigeria

- Created **10–15+ social media graphics weekly** supporting multiple client campaigns.
- Developed branded content for **5+ brands**, adapting designs to different audiences and brand identities.
- Produced **40–60+ social media assets monthly** while maintaining consistent visual quality.
- Applied brand guidelines, typography, color systems, and visual standards across digital content.
- Managed multiple design requests simultaneously and consistently met deadlines.
- Incorporated client feedback through 2–3+ revision cycles while maintaining project timelines.

EDUCATION

Marketing

11/2021 - 09/2025

Rivers State University - Bachelor's degree

SKILLS

Brand Identitiy and Visual Branding	Adobe Photoshop
Social media design	Adobe illustrator
Color theory	Figma
Layout & Composition	Canva
Typography	

LANGUAGES

English	Native	Pidgin	Fluent
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