

Salaudeen Qudus Olatunji

Lagos, Nigeria

Creative Designer | Brand & Motion Designer

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You can view my portfolio [here](#)

Professional Summary

Graphic Designer with 6+ years of experience creating brand identities, digital campaigns, and marketing content for organisations across Nigeria, the UK, and Canada. I focus on turning ideas into clear, engaging visuals that connect with the targeted audience, with a strong foundation in visual storytelling. Skilled in Adobe Creative Suite and CorelDRAW with a growing interest in motion graphics, I create design content that is both visually compelling and effective across digital platforms. I work well within teams and enjoy bringing ideas to life from concept to final delivery.

Key Skills

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| - Graphic Design & Visual Communication | - Brand Identity & Logo Design |
| - Visual Storytelling & Concept Development | - Social Media & Campaign Design |
| - Adobe Illustrator, Photoshop & InDesign | - Motion Graphics (Basic – After Effects) |
| - Layout & Presentation Design. | - Creative Thinking & Problem Solving |
| - Attention to Detail | - Collaboration & Teamwork |
| - Microsoft Suite | |

Employment History

Brand & Creative Designer

At **Root and Radiance Network CIC**, United Kingdom (Remote)

Jan. 2026 – Present

Creative Parent Organization for Onidiri Festival

Key Responsibilities:

- Created the complete brand identity and visual direction for Root and Radiance Network CIC
- Designed brand guidelines to ensure consistency across all visual communications
- Created flyers, posters, and promotional materials for events and campaign activities
- Led the creative design for Onidiri Festival 2.0 (UK), handling all visual assets
- Designed event branding materials including digital and print promotional content
- Collaborated with planners to ensure designs align with cultural and event objectives
- Managed end-to-end creative execution for brand and event-related designs

Graphic Designer

At **ADSS Consulting LLP**, Ontario, Canada (Remote)

Jul. 2025 - Present

Key Responsibilities:

- Designed engaging social media content and marketing visuals aligned with brand goals
- Translated provided content into clear, visually appealing designs for digital platforms
- Created storytelling-based carousel designs to simplify complex financial topics
- Produced basic motion graphics and short video content for social media campaigns
- Developed creative concepts and executed designs from brief to final delivery
- Maintained visual consistency across all brand communication materials
- Collaborated with the team to deliver content that improves audience engagement

Graphic Designer Tutor (NYSC Posting)

At **Karis Career College**, Anambra, Nigeira

Apr. 2025 - Mar. 2026

Key Responsibilities:

- Delivered structured graphic design training sessions covering core principles and practical applications
- Taught students the use of CorelDRAW and other essential design tools for industry readiness
- Developed course plans and practical exercises to support effective learning outcomes
- Guided students through design projects including logos, posters, and branding tasks
- Assessed student work and provided feedback to improve design skills and creativity

Graphic Designer

At **Online Creative Agency**, (Social Media Manager) Lagos, Nigeria

Jul. 2025 – Sep. 2025

Key Responsibilities:

- Designed creative assets for client campaigns across various industries
- Developed social media graphics that aligned with different brand identities
- Interpreted client briefs and transformed them into compelling visual concepts
- Created marketing materials including flyers, banners, and promotional designs
- Ensured consistency in design output across multiple client projects
- Worked within tight deadlines while maintaining high-quality standards
- Collaborated with team members to refine and improve design concepts

Brand Identity Designer (Intern)

At **HYLPA**, Nigeria

Apr. 2025 – Jul. 2025

Key Responsibilities:

- Designed logos and built complete brand identity systems
- Developed color palettes, typography, and visual guidelines for brands
- Created brand assets for both digital and print use
- Translated brands idea into clear and meaningful visual identities
- Worked closely with team members to refine brand direction

Creative Designer (Intern)

At **GABI Media Group**, Nigeria

Jul. 2024 – Dec. 2024

Key Responsibilities:

- Designed visual content including video covers, quotes, and carousel posts
- Created daily post alerts as the creative designer lead
- Ensured all designs followed strict brand consistency and visual identity guidelines
- Worked with content team to translate ideas into engaging digital visuals
- Met tight deadlines while maintaining high-quality design output

Additional Experience

Guaranty Trust Agency, Ibadan, Nigeria – Graphic Designer

2019 - 2022

Bukadem Business Centre, Ibadan, Nigeria – Graphic Designer/Tutor

2018 - 2019

Leadership & Volunteer Experience

Assistant Media Team Lead

Foundation for Dry Taps RBR, Nigeria

Sep. 2024 – Present

Media/Publicity Secretary

Medical and Health CDS Group, Ihiala, Anambra, Nigeria

Apr. 2025 – Mar. 2026

Graphic Designer

Unilorin Media Crew, Ilorin, Nigeria

Apr. 2024 – Present

Education and Qualification

BSc. Economics

University of Ilorin, Ilorin, Nigeria

2019 – 2024

References

References are available on request.