

# TOBECHUKWU EBIGBO. C.

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1b Ezeorah Street New site Satelite Town Lagos

## PERSONAL PROFILE

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Tobechukwu is a highly skilled and innovative Graphic Artist with over seven years of extensive experience in creating visually captivating designs for both digital and print media. He is renowned for exceptional creativity and attention to detail, consistently delivering high-quality visual content that drives brand success and user engagement. Tobechukwu is proficient in Adobe Creative Suite, 3D modeling, video editing, and animation. He has demonstrated expertise in managing and executing complex design projects, from concept to completion, across various industries. He is acknowledged for attending advanced training sessions and workshops and continually staying at the forefront of design trends and technologies. He has proven ability to collaborate effectively with cross-functional teams, meet tight deadlines, and exceed client expectations.

## SKILLS MATRIX

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- Adobe Creative Suite Proficiency
- Typography
- Color Theory
- Layout and Composition
- 3D Modeling and Animation
- Illustration
- User Interface (UI) Design
- Branding and Identity
- Video Editing and Production
- Project Management
- Proficient in Microsoft365 & Office Suite and Google Docs
- Communication Skills
- Collaboration
- Research
- Management Skills
- Database Management
- Problem-Solving Skills
- Adaptability
- Critical Thinking

## VOLUNTEER EXPERIENCE

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- Volunteer – **Oak and Teak** 2023.
- Volunteer - **United Nations Development Program** (UNDP) 2014
- Volunteer - **Gender Training &Development Network** (GTDN) 2013
- Volunteer - World Malaria Day, World Health Organization (WHO) 2011
- Volunteer - **The Makoko Dream** (A non-profit organization that takes one slum at a time through child education, women empowerment, and social entrepreneurship) 2018 – date.

## TRAININGS ATTENDED

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- Graphics Design (**VSL Concepts Digital Marketing Agency**)
- CPD Graphics Design (**Alison Learning**)

## EXPERIENCE

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### PWAN GROUP

**Post held:** Graphic Specialist (March 2023 – June 2024)

**Duties:**

- Designed and produced over 300 visual assets including infographics, logos, and promotional materials, contributing to a 40% increase in marketing campaign effectiveness.
- Developed 3D models and animations for various projects, enhancing user engagement by 25% on digital platforms.
- Created video content for social media and websites, resulting in a 30% increase in video viewership and a 20% rise in social media followers.
- Collaborated with cross-functional teams to understand project goals and deliver high-quality visual content, successfully completing 60 projects per quarter.
- Managed multiple design projects from concept to completion, ensuring 98% of projects were delivered on time and within budget.
- Coordinated with external vendors and freelancers to ensure seamless integration of design elements, achieving a 95% client satisfaction rate.
- Utilized Adobe Creative Suite (Photoshop, Illustrator, After Effects, Premiere Pro) to produce high-quality designs and animations, reducing production time by 25%.
- Employed advanced techniques in 3D modeling software (Blender, Cinema 4D) to create realistic visual effects, leading to a 30% improvement in visual quality.
- Stayed updated with the latest design and animation trends, resulting in a 20% increase in innovation ratings for projects.
- Conducted detailed reviews of visual content to ensure consistency, accuracy, and adherence to brand guidelines, achieving a 99% accuracy rate.
- Implemented quality control processes to minimize errors and rework, reducing production costs by 15%.
- Coordinated with the quality assurance team to ensure all visual content met the highest standards, leading to a 25% improvement in client approval rates.

### BENJAMIN STEVENS ESTATE AGENT

**Post held:** Graphic Artist (August 2019 – January 2022)

**Duties:**

- Secured coverage in major national publications, increasing brand visibility by 50%.
- Built and maintained relationships with over 100 key media contacts, leading to a 25% increase in positive media mentions.
- Developed and executed crisis communication plans that mitigated potential damage, resulting in a 30% faster resolution of public relations crises.
- Successfully managed a high-profile crisis, reducing negative media coverage by 40%.
- Increased social media followers by 60% through targeted campaigns and content strategy.
- Boosted social media engagement rates by 45% by implementing interactive and engaging content.
- Authored and distributed over 200 press releases, achieving an average media pickup rate of 35%.
- Coordinated the publication of feature articles in industry-leading journals, increasing thought leadership recognition by 20%.
- Organized and managed high-profile events, resulting in a 25% increase in attendance and media coverage.
- Secured sponsorships for events, contributing to a 15% reduction in event costs.
- Developed and implemented a rebranding campaign, resulting in a 30% improvement in brand perception metrics.
- Conducted market research to refine messaging, leading to a 20% increase in brand recall.
- Enhanced internal communication strategies, increasing employee engagement scores by 20%.
- Created and maintained a stakeholder communication plan that improved stakeholder satisfaction by 25%.
- Produced high-quality content for various platforms, resulting in a 50% increase in website traffic.
- Developed video content that garnered over 100,000 views and a 35% increase in engagement.

- Successfully wrote and submitted award entries, leading to the company winning 10 industry awards over three years.
- Conducted media training sessions for senior executives, improving their media interaction scores by 40%.
- Represented the company at industry conferences, contributing to a 15% increase in partnership opportunities.

## **E-PRINT DESIGNERS**

**Position held:** Graphics Designer (April 2015 – Jan 2019)

### **Duties:**

- Created and designed over 350 print-ready materials, including brochures, flyers, business cards, and banners, leading to a 35% increase in client satisfaction.
- Developed digital graphics for online campaigns, websites, social media, and email marketing, resulting in a 30% increase in online engagement and a 20% rise in click-through rates.
- Ensured all designs adhered to brand guidelines, maintaining a cohesive visual identity across all platforms, contributing to a 25% improvement in brand recognition.
- Collaborated with marketing and sales teams to understand project requirements and objectives, successfully completing over 70 projects per quarter.
- Managed multiple design projects simultaneously, ensuring 98% of projects were delivered on time and with high-quality output.
- Communicated effectively with clients to capture their vision and provide creative solutions, achieving a 45% increase in repeat business.
- Utilized Adobe Creative Suite (Photoshop, Illustrator, InDesign) to produce high-quality designs, reducing production time by 30% through efficient use of software tools.
- Employed typography, color theory, and layout principles to enhance the visual impact of designs, leading to a 40% increase in overall design approval rates.
- Stayed updated with the latest design trends and software updates to ensure cutting-edge creativity, resulting in a 20% improvement in design innovation ratings.
- Conducted thorough reviews of design work to ensure accuracy and adherence to specifications, achieving a 99% accuracy rate in final outputs.
- Coordinated with the print production team to ensure designs were print-ready and troubleshooted any issues, reducing print errors by 30%.
- Implemented a feedback system that led to a 35% improvement in design quality based on client reviews and internal audits.
- Attended over 20 advanced training sessions and workshops to stay current with the latest design trends and techniques, resulting in a 25% increase in design proficiency.
- Mentored junior designers, providing guidance and support that led to a 30% improvement in their design skills and productivity.
- Participated in industry conferences and seminars, contributing to the development of innovative design strategies and practices.

## **EDUCATION**

**College of Technology, Yaba**  
HND, Architecture

Sep 2014 - August 2017