

ADENUGA OLUWATOBILOBA DANIELS

Graphic Designer | Flyers · Branding · Social Media Design · Video & Photo Editor

+234 806 388 7589 ♦ femidaniels111@gmail.com ♦ [instagram.com/tobih_daniels](https://www.instagram.com/tobih_daniels) ♦ Lagos, Nigeria

Portfolio: tobihdaniels.netlify.app

PROFESSIONAL SUMMARY

Freelance graphic designer and video editor with 5+ years of experience (since September 2020), delivering 100+ flyers, banners, and logos for 50–100+ clients across churches, events, small businesses, and organizations. Skilled in Canva, Adobe Photoshop, Adobe Illustrator, Figma, and CorelDraw, with end-to-end capability from design to print production and delivery. Proven track record leading brand identity work for organizations, including a full year as Lead Graphic Designer at Purple Orchid Institute.

DESIGN SKILLS & TOOLS

Design Software: Canva · Adobe Photoshop · Adobe Illustrator · CorelDraw · Figma

Design Disciplines: Flyer Design · Logo Design · Promotional Banners · Social Media Graphics · Event Branding · Print Production

AI-Assisted Workflow: Adobe Firefly · Ideogram · Kling AI · Gemini · Canva AI

WORK EXPERIENCE

Freelance Graphic Designer | *Tobih Design and Print*

Sept 2020 – Present | Lagos, Nigeria

- Designed and delivered 100+ flyers, banners, and logos for 50–100+ clients, including churches, event planners, small businesses, and individuals, maintaining mostly on-time delivery throughout.
- Managed end-to-end print production — flyers, banners, stickers, and other prints — handling 50–100 print jobs with 80–90% delivered on time to clients.
- Built strong client relationships through direct collaboration on briefs and revisions, working across Canva, Adobe Photoshop, Illustrator, and CorelDraw.

Lead Designer | *Livingforce Christian Assembly*

2021 – Present | Isashi-Akute, Lagos

- Served as Lead Designer for the church, producing 50–100+ flyers and banners since 2021 for services, programs, and special events, from concept through print and delivery.
- Managed end-to-end print production and personal delivery, ensuring materials were ready ahead of scheduled programs.
- Grew and managed the church's Facebook and Instagram pages to 500–1,000 combined followers, handling regular content posting and page management.
- Increased social media engagement by 40–60% through consistent, on-brand visual content and active page handling.

Lead Graphic Designer | *Purple Orchid Institute*

2025 – 2026 | Remote/Lagos

- Built a unified brand identity system — logo usage, color palette, and typography — across flyers and social media, maintaining 100% visual/brand consistency across campaigns.

- Reduced design turnaround time by 30–40% by developing a reusable brand kit and templates, streamlining production for a small team.
- Designed campaign materials for 4+ programs/cohorts, including “The Referral Code 2.0” university cohort, targeting female university students across UNILAG, LASU, and other Lagos-based institutions.
- Drove Instagram engagement of 300–500 likes and 20–50 comments on top-performing posts, contributing to 100+ registrations/sign-ups for programs.
- Led a small design team, translating leadership's program goals into clear, audience-targeted visual communication.

Lead Video Editor | *Motoly Cakes*

One-off Project

- Shot and edited a brand video for a yearly event, delivered fully on schedule.
- Boosted audience engagement/views by 40–50% through motion graphics and editing in Adobe Premiere Pro and CapCut Pro.
- Produced additional social cutdowns and thumbnails from the main video, extending reach across platforms.

SELECTED DESIGN PROJECTS

Glorious Light Academy — Admission & Session Branding | *School*

2025

- Designed a full set of admission and session-prep materials — flyers, banners, and branded notebooks — for the school's registration campaign.
- Created cohesive visuals across print formats to communicate admission deadlines and school identity to prospective parents and students.

Tedalfie Specialist — Medical Service Awareness Campaign | *Client Brief*

2026

- Designed flyers and social media graphics to raise awareness for this medical service organization, driving increased audience engagement.
- Translated healthcare messaging into clear, approachable visuals suited for both print distribution and social platforms.

Tiwa's Kitchen — Brand Logo Design | *Client Brief*

2026

- Designed a brand-new logo from scratch in Canva Pro for this new Lagos-based food brand.
- Developed a distinct visual identity capturing warmth and appetite appeal, tailored for a modern food business entering a competitive market.

EDUCATION

B.Eng — Petroleum and Gas Engineering (Graduate)

August 2026

University of Lagos, Yaba

Certificate — Product Design (Canva Pro, Photoshop, CorelDraw)

August 2020

Ogba, Lagos

Certificate — School of Authors

Feb 2022

Meganovel and Webnovel Online Course

Member: Society of Petroleum Engineers (SPE), Nigerian Gas Association (NGA)