

VICTOR OLUBUSUYI BAYODE

Creative / Brand Designer — Visual Identity & Digital Design

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PROFESSIONAL SUMMARY

Creative and detail-oriented Brand and Graphic Designer with 7+ years of experience developing visual identities, digital campaigns, and brand communication assets across fintech, real estate, education, and pharmaceutical sectors. Skilled in Adobe Creative Suite, Figma, and AI-assisted design tools, with a strong track record of translating brand strategy into clear, engaging visuals that build trust and drive audience engagement. Experienced in leading design projects end-to-end, from concept through final delivery, both independently and within cross-functional teams.

CORE SKILLS & COMPETENCIES

- Brand Identity Design & Visual Systems
- Adobe Illustrator, Photoshop, InDesign, Premiere Pro, After Effects, Animate
- Figma (UI/UX Collaboration & Design Systems)
- Typography, Layout Design & Colour Theory
- Digital Campaign Design (Social, Web, Email, Ads)
- Motion Graphics & 2D Animation
- Social Media Content Creation & Scheduling
- Landing Page & Onboarding Flow Design
- AI-Assisted Design (Midjourney, Gemini, Grok)
- CorelDraw, Inkscape, Canva Pro, CapCut
- Brand Guidelines Development & Maintenance
- Client Briefing, Project Management & Cross-Functional Collaboration

PROFESSIONAL EXPERIENCE

Founder & Creative Director — Swiftovic Connect (AI-Powered Creative Technology Studio) 2024 – Present

Lagos, Nigeria

- Founded and lead a creative technology studio delivering brand identity design, motion graphics, digital campaigns, and AI-powered creative content for Nigerian and international clients.
- Develop complete brand identity systems, including logo design, colour systems, typography, and brand guidelines, ensuring consistency across all digital and print touchpoints.
- Design and produce digital marketing assets, including social media campaigns, ad creatives, presentation decks, and onboarding collateral, for SME and corporate clients.
- Manage end-to-end creative production from client brief through final delivery, maintaining quality and meeting deadlines in a fast-paced environment.
- Deliver AI implementation and automation training (SWC AI Mastery 1.0) to business owners, demonstrating strong command of emerging design and technology tools.

Graphic Designer — Vista Grande Realty Ltd

Jan 2026 – Present

Remote

- Design social media graphics, ad creatives, flyers, banners, and brochures for a real estate brand, ensuring consistent visual storytelling across all customer touchpoints.
- Retouch and edit photography in Adobe Photoshop for use across print and digital marketing materials.

- Collaborate directly with client stakeholders to align visual output with brand standards and campaign timelines.

Graphic Designer – Delight Care Pharmaceuticals Ltd

May 2024 – June 2026

Remote

- Create brand-aligned social media graphics, promotional materials, and digital marketing assets, ensuring brand compliance and visual consistency.
- Design digital and print marketing materials to support brand promotion and product visibility.
- Maintain consistent branding across campaigns while meeting all project deadlines.

Graphic Designer – Financr (Fintech Brand)

Oct 2023 – Dec 2025

Remote

- Designed social media ad creatives, logos, flyers, and campaign-ready marketing materials for a fintech brand, translating financial product messaging into engaging visuals.
- Produced all assets using Adobe Creative Suite, maintaining strict adherence to brand guidelines and visual consistency across digital channels.
- Delivered 100% of projects within deadline with full client sign-off, demonstrating reliability and precision in a performance-driven environment.

Graphic Designer & Design Instructor – Digital World Tech Academy

May 2024 – Aug 2025

Lagos, Nigeria — Full-Time

- Designed visual assets, infographics, social media graphics, and presentations for a tech education brand.
- Developed and delivered a Graphic Design curriculum, training students in Adobe Creative Suite, design principles, typography, and layout.
- Recommended UX and visual quality improvements for digital platforms and brand assets.

Digital Marketing Strategist – Brain-Field Int'l Academy

May 2024 – June 2026

Remote

- Developed and executed social media marketing campaigns, producing engaging graphics, infographics, and digital assets to drive enrollment and brand awareness.
- Provided strategic design and marketing recommendations that improved campaign performance and digital presence.

Graphic Designer – BrandScaleUp

Jan 2024 – Dec 2024

Remote

- Delivered full-scope brand design services, including social media graphics, ad creatives, and brand identity materials aligned with client brand guidelines.
- Collaborated with clients to ensure brand consistency across all campaign assets.

Graphic Designer – BOE_Writes Services

Sep 2023 – Sep 2024

Remote

- Created logos, flyers, brochures, and posters aligned with brand identity for multiple clients.
- Designed high-performing Facebook and Instagram campaign graphics using Adobe Creative Suite.
- Delivered polished, client-approved artwork within deadlines.

NOTABLE PROJECTS

- Swiftovic Connect Rebrand — Complete brand identity overhaul: logo, visual system, colour palette, operational documents, social media content calendar, and price list.

- SWC AI Lab YouTube Series — Designed full YouTube publishing packages including SEO-optimised thumbnails, visual brand identity, and a reusable upload checklist template.
- Vista Grande Realty Ltd — Brand concept development, visual direction, content strategy, and a full suite of digital marketing assets for a real estate brand.

EDUCATION

Bachelor of Agriculture in Animal Science

Ekiti State University, Ado-Ekiti, Ekiti State — GPA: 4.03 | April 2023

CERTIFICATIONS & TRAINING

- Digital Marketing Strategist — Professional Certification
- Data Analytics — Professional Certification
- AI Implementation & Automation — SWC AI Mastery 1.0, Swiftovic Connect
- Soft Skills Development — Professional Certification

PORTFOLIO & LANGUAGES

Portfolio: linktr.ee/vicathecreative | Studio: linktr.ee/swiftovicconnect

Language: English — Fluent (Written & Spoken)

References available upon request