

Abiodun Ageh

M.A. Design & Innovation

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Portfolio ageh-portfolio

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Experienced senior designer with diverse background in digital design and creative direction, I have successfully navigated and contributed to multiple industries. My experience spans from leading brand refresh initiatives to creating compelling marketing campaigns ads, designing user interfaces and experiences.

Proficiencies

Graphic Design	Brand Identity Design	Creative/Art Direction
UI/UX	HTML/CSS	Motion Design
Timely deliverables	Problem solving	Attention to details
Team work	Stakeholder Management	Typography/Layout

Tools

Figma, Photoshop, Adobe Illustrator, InDesign, After Effects, XD, Premier Pro, Asana, Trello

Experience

Digital Design | Holland America, Seattle, WA | Nov 2022 - TILL DATE

- I played a crucial part in Holland America's brand refresh which led to an enhanced customer engagement, loyalty and appeal to a broader audience. I led the creative direction for some of the major sales events and promotions in the cruise industry, demonstrating a diverse skill set spanning branding, production, digital advertising, social media, print and brochure design.

Digital Design | University of Warwick, Coventry, UK | May 2022 - June 2023

- At the University, I managed design requests across various units, ensured alignment with brand guidelines. I delivered creatives across multiple channels (print, web, mobile, email, video, and digital signage), boosting engagement, and increase in session enrolments. Additionally, I developed design solutions that improved user experience and accessibility.

Senior Designer | Everfi, Washington, DC | Nov 2021 - April 2022

- Designed compelling visuals for partnerships, events, and training sessions, enhanced engagement and brand presence. Created eye-catching publicity designs for children's game software. Ensured high-quality, creative designs that effectively communicated key messages. Developed pitch decks templates, that contributed to successful pitches and new business opportunities.

Lead Designer Graphic & UI/UX | Travelbeta, Lagos, NG | Oct 2019 - Jan 2022

- Supervised a team of junior designers, producing high-quality visuals for Travelbeta's brand and marketing communications. Enhanced user experience by redesigning Travelbeta's website, mobile app, and newsletter, and led a website redesign that increased conversion rates by 30%. Directed creative sessions and ensured timely project delivery. Skillfully managed stakeholder meetings, presentations during weekly and quarterly review sessions.

Art Director | Isobar, Lagos, NG | Nov 2018 - Oct 2019

- Led the creative execution for campaigns, overseeing art direction for photoshoots and OOH ads. Worked on launch materials and web design for Budweiser's Kings Stitch Campaign and Kings of Football show. Collaborated with copywriters, strategists, and account managers to create impactful ads for top brands like Coca-Cola, and Nivea, Domino's Pizza, Sterling Bank, Friesland Campina enhancing brand visibility. Played a key role in enhancing Isobar's reputation through exceptional creative work.

Graphic Designer | Ringier Africa/Pulse TV, Lagos, NG | Jan 2018 - Dec 2018

- Designed impactful ads for major brands such as Durex, Nestle, and MTV Base, enhancing brand visibility and engagement. Managed design requests from the international office, ensuring timely, high-quality output. Led St. Nicholas Hospital's 100th-year rebranding project, delivering a modern visual identity. Created landing pages and developed creative ads, optimizing user experience and driving successful campaigns.

Certification

- Artificial Intelligence Micro-Certification (AIC)™ | Product School | August 2024
- The Geneza Brand Design Masterclass | Geneza School of Design | May 2024
- Enterprise Design Thinking Practitioner | IBM | Issued Sep 2023
- How to Build Digital Products | Product School | April 2020

Education

- M.A. Product Design Innovation | Coventry University, United Kingdom.