ADESANMI AYOMIDE SAMUEL

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PROFESSIONAL SUMMARY

Creative and results-driven **WordPress Web Specialist & Brand Designer** with over 5 years of experience delivering high-performing digital experiences, brand identities, packaging systems, and marketing campaigns for startups, SMEs, nonprofits, and enterprise organizations home and abroad .

Specialized in designing responsive, high-performance WordPress websites optimized for usability, accessibility, and conversion; building scalable visual identities, creating impactful packaging solutions, and developing marketing assets that strengthen brand presence and improve customer engagement. Experienced in collaborating with cross-functional teams, translating business objectives into compelling design solutions, and managing projects from concept through execution.

Passionate about combining strategic thinking, user experience, and visual design to create work that is both aesthetically refined and commercially effective.

TECHNICAL SKILLS

Design & Branding: Brand Identity, Marketing Campaign Visuals, Product Packaging, Design Systems, Design Strategy

Design Tools: Figma, Adobe Illustrator, Photoshop, InDesign, WordPress, Elementor, Claude AI

Web Design & Development: WordPress Website Design, Landing Page Design, SEO

Collaboration & Project Delivery: Client Communication, Creative Concept Development, Visual Communication, Creative Direction

PROFESSIONAL EXPERIENCE

TheBoardroom Africa (TBrA)

Brand Identity Designer (Contract), Mauritius | 2026

- Led the visual identity refresh for a pan-African leadership organization, replacing an outdated brand mark with a modern identity aligned with its global positioning.
- Designed a scalable visual system including anniversary branding, LinkedIn content templates, email signatures, and supporting brand assets for multiple sub-brands.
- Developed flexible branding assets that maintained consistency across digital campaigns, executive communications, and milestone celebrations.
- Delivered a cohesive design system that strengthened brand recognition while supporting future organizational growth.

Abdulla Salem Group

Lead WordPress Web Specialist & UI Designer (Contract), Dubai | 2025

- Designed and developed the official Abdulla Salem corporate website from concept to launch using WordPress and Elementor.
- Designed multiple subsidiary websites including the Fitness, Football Academy, Lifestyle, and Podcast platforms while maintaining a unified brand experience across the ecosystem.
- Created responsive user interfaces focused on usability, performance, and modern aesthetics across desktop, tablet, and mobile devices.
- Collaborated closely with stakeholders to translate business objectives into engaging digital experiences that reinforced the group's premium brand positioning.

Nómaada

Creative Designer (Contract), Lagos, Nigeria | Nov 2025 – Feb 2026

- Designed premium promotional and event marketing materials for one of Lagos' leading Peruvian-Latin fusion restaurants while maintaining strict adherence to existing brand guidelines.
- Developed reusable poster systems for weekly promotions, sporting events, seasonal campaigns, and festive celebrations that improved brand consistency across digital and print media.
- Created visually engaging marketing assets using consistent typography, photography, and information hierarchy to improve audience engagement.
- Supported the restaurant's ongoing marketing efforts with scalable creative assets that remained premium across diverse promotional campaigns.

Frisbee Motion & Branding

WordPress Web Specialist & Brand Designer (Contract), India | 2026

- Designed and developed the Frisbee Motion corporate website, creating a modern digital experience that reflected the agency's creative capabilities.
- Designed product packaging for **Karapur Agro**, creating packaging concepts that enhanced product presentation and strengthened shelf appeal.
- Produced marketing and promotional campaign designs for **Privilege Boilers**, supporting the company's digital communication and brand awareness initiatives.
- Collaborated with the agency on multiple client projects, delivering high-quality branding, packaging, web, and marketing design solutions within project timelines.

Leky Mills

Design Lead, Lagos, Nigeria | 2020 – Present

- Led the creative direction for Leky Mills and Leky Snacks Co., overseeing brand identity, packaging systems, campaign design, and retail marketing assets for multiple product lines.
- Designed Nigeria's first commercially branded yam chips packaging system, creating a distinct product identity while maintaining consistency with the parent brand.
- Developed launch campaign assets, retail display systems, and digital marketing materials that strengthened product visibility across physical and online channels.
- Built a scalable packaging and campaign system that positioned the brand for expansion while reinforcing its identity as an innovative Nigerian food company.

CyBlack

Creative Designer (Remote), Manchester, United Kingdom | 2022 – 2026

- Produced recurring visual campaigns supporting cybersecurity bootcamps, workshops, scholarship programmes, community initiatives, and strategic partnerships for a UK-based nonprofit organization.
- Designed branded communication materials that strengthened CyBlack's credibility among applicants, sponsors, universities, and international partners while maintaining consistent visual standards.
- Developed reusable design systems and promotional templates that streamlined monthly campaign production without compromising brand consistency.
- Delivered marketing assets that supported programme awareness, community engagement, and long-term brand recognition over a four-year engagement.
- Designed social media graphics that increased lead generation and impressions by 75% on LinkedIn and Twitter.

Virals n Signals

Web & Brand Designer (Remote), Lagos, Nigeria | 2023 – 2025

- Designed and developed responsive WordPress websites using Elementor with a strong emphasis on user experience, SEO, and performance.
- Produced branding assets, digital illustrations, and social media campaigns that strengthened online visibility.
- Collaborated with stakeholders to transform business requirements into engaging digital experiences.
- Delivered website solutions that contributed to measurable online growth and revenue generation.

Iven Digital

Graphics Designer (Remote), Lagos, Nigeria | Oct 2021 - Mar 2022

First Investors Managers Limited

Information Technology Executive (Full Time), Lagos, Nigeria | Jan 2021 - Feb 2022

Cititrust Financial Services (CFS)

Information Technology Operations Support (NYSC), Lagos, Nigeria | Feb 2019 - Nov 2019

- Creation of Email Signature for Staffs
- Troubleshooting Laptops and Desktops when the need arises
- Installation of Desktop Publishing Software on all staff's Laptops and Desktops
- Setting up staff's email on Outlook and G-Suite

EDUCATION

Tai Solarin University of Education, Nigeria

B.Sc Computer Science | 2014 – 2018

CERTIFICATION

Domestika
Logo Design: From Concept to Presentation

HITT PLC NIGERIA
Diploma in Web Design