





Temitope Okala

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 Lagos, Nigeria

SUMMARY

Dynamic and multi-talented Graphic Designer with more than 7 years of professional experience in print, digital and motion designs. Expertly proficient in Figma, Adobe Photoshop, Illustrator, XD, InDesign, After Effects and Premiere Pro. A result-oriented designer accustomed to surpassing expectations in deadline-driven environments with a strong work ethic and adaptability. A proven problem-solver committed to creating polished and user-friendly products through passionate and deliberate design approaches.

EXPERIENCE

MARKETING DESIGNER, Los Angeles, CA

Coalition Technologies, August 2022-Present

- Transform ideas into beautiful designs used in identity branding campaigns for various clients
- Cultivate professional working relationships with digital producers, web developers and clients.
- Utilize Adobe Creative Suite software; Photoshop, Illustrator, After Effects, Premier Pro, XD to design email marketing-focused ads and infographics templates, PPC ads (motion and static), branding and identity projects and event banners for marketing and advertising purposes.
- Manage large volume of projects and ensured 100% quality deadlines deliverables through exceptional organizational and time management skills.
- Oversee design process with each client from initial idea and concept to final production.

CREATIVE DESIGN LEAD, Lagos, Nigeria

Purple Group, September 2020-July 2022

- Developed the company's brand identity, created all subsidiary logos and visual guidelines, and responsible for all digital and print merchandise.
- Managed a team of graphic designers, video producers, motion designers, UI/UX designers, and developers to successfully deliver various subsidiary websites, web applications, and daily design productions for the company.
- Facilitated graphic design trainings to new production team members, marketing team and company teams.
- Collaborated with Marketing and customer relations to deliver impactful creative solutions through events, branding, marketing campaigns and activations.

CREATIVE DESIGN ASSOCIATE, Lagos, Nigeria

Co-Creation Hub (CcHUB), August 2018-April 2020

- Collaborated with Front-end and Back-end Developers and Illustrators to bring CcHub's products to life.
- Designed branding and marketing materials, as well as media packs for startups in various CcHub acceleration programs, including NGHub by Facebook (in partnership with Facebook), Pitch Drive (in partnership with Google Startup), and the Make-IT Accelerator in Africa (an initiative by GIZ in partnership with Endevea).

- Assisted in delivering design training sessions for various initiatives, including CcHub Design Lab, GOGA Africa, Relearn STEM Programs, and VOICE by Oxfam.
- Worked on a range of internal & external projects/initiatives executed by the Startup Support Unit and other practices at CcHUB.



CREATIVE DESIGNER, Lagos, Nigeria

Visionscape Group, October 2017-November 2018

- Created and enhanced brand identities, subsidiary design guidelines, print materials, motion graphics and social media content. Successfully launched over 10 brand campaigns, resulting in a significant increase in brand awareness.
- Collaborated with web developers to design and implement user interface layouts and design elements for corporate intranet and internet websites.
- Developed infographics and presentation templates for product illustrations, enhancing visual communication and branding consistency.

GRAPHIC WEB DESIGNER, Lagos, Nigeria

Efetalena Marketing, August 2016-September 2017

- Created logo and brand identity for fashion-based brand subsidiaries.
- Used CSS3, HTML5 and JavaScript to create responsive and intuitive UX/UI design for the websites of these subsidiaries.
- Created visually appealing User Interface designs for Charmeapp, a beauty and wellness application.
- Developed engaging social media graphics that boosted engagement rates and follower growth across multiple platforms.

EDUCATION

ESTAM UNIVERSITY

Bachelor Of Science (B.Sc.), Computer Science

LICENSES & CERTIFICATIONS

VISUAL ELEMENTS OF USER INTERFACE DESIGN

California Institute Of The Arts

CREATE NO-CODE RESPONSIVE WEBSITE WITH WEBFLOW

Coursera

SKILLS

- Corporate Branding • User-centered Design • Design • Wireframing • Interaction Design • Responsive Web Design • Branding • Social Media Marketing • Motion Design • Social Media
- Design training and upskill • Sketch Drawings • Advertising Understanding • Presentation Design

VOLUNTEER EXPERIENCE



DESIGN VOLUNTEER, Calgary, Alberta

Empowered Futures, Sep 2022 - Feb 2023

- Collaborated with the graphic communications team to develop content for mentors on both print and digital platforms.



DESIGN TRAINER, Lagos, Nigeria

Visionscape Group, October 2017-November 2018

- Conducted a 2-week volunteer program at Oregon Correctional Home, teaching graphic design, photography, and videography to juvenile boys, as part of an initiative organized by Visionscape.