

OLUWATOBI IBEJIGBA

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PROFESSIONAL SUMMARY

Skilled Graphic and Web Designer with 3 years of experience specializing in user-centered website design, responsive web development, and creating visually appealing promotional materials, including brochures, flyers, and social media content.

SKILLS/AREA OF EXPERTISE

Graphic Design

- Proficient in Adobe Photoshop and InDesign for creating high-quality visual assets, including brochures, flyers, and social media content.
- Experienced in Canva for streamlined design workflows and rapid content creation.
- Delivered over 15 graphic design projects, including promotional materials for businesses, events, and marketing campaigns, ensuring brand consistency and visual appeal.
- Skilled in typography, color theory, and layout design to produce polished, client-focused deliverables.

Web Design

- Designed and developed 3 live websites, including a business site, a personal portfolio, and an event-specific website, all optimized for user experience and responsiveness.
 - Proficient in content management systems (WordPress and Webflow) to create visually appealing and functional websites.
 - Applied SEO best practices and accessibility standards to enhance site performance and user engagement.
 - Collaborated with clients to translate their vision into intuitive, responsive web interfaces.
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WORK EXPERIENCE

Graphic Designer & Web Developer (NYSC Corps Member)

ScribeTribe Africa, Publishing Company, Nigeria
January 2025 – Present

- Designed over 30 promotional materials weekly, including flyers, brochures, and social media posts, for ScribeTribe Africa's publishing initiatives, contributing to a 15% increase in social media engagement across platforms.
- Developed and launched a fully responsive event website for the *Lead the Future Conference* hosted by ScribeTribe Africa, improving attendee registration rates by 20% through intuitive design and clear calls-to-action.
- Utilized Canva and Adobe InDesign to create visually consistent marketing collateral, streamlining production workflows and reducing design turnaround time by 10 hours per week.
- Collaborated with the editorial team to integrate design elements into published works, ensuring brand alignment across print and digital formats.

Web Design & Content Intern

Prodeegi Software Company, Nigeria

January 2024 – June 2025

- Designed and developed a responsive website for Veesor, a software product, collaborating closely with a UI/UX designer to ensure seamless functionality and user-friendly navigation, resulting in a 30% increase in user engagement metrics.
- Authored and edited 10+ blog posts for Veesor, optimizing content for SEO and driving a 25% increase in organic website traffic over six months.
- Implemented WordPress updates to enhance site performance and accessibility, reducing load times by 10%.
- Participated in client meetings to gather requirements and refine design iterations, achieving a 95% client satisfaction rate for the Veesor project.

Graphic Design & Communications Intern

TVC Communications, Abuja, Nigeria

June 2023 – September 2023

- Designed over 15 video thumbnails and media materials, including posters and digital banners, for TVC's corporate communications department, enhancing visual engagement for broadcast and online campaigns.
 - Collaborated with the marketing team to create visually appealing promotional content for 3 major media campaigns, aligning with brand guidelines and contributing to a 15% increase in social media interaction.
 - Utilized Adobe Photoshop and InDesign to produce high-resolution graphics, ensuring timely delivery of assets for daily broadcasts and promotional events.
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EDUCATION

Bachelor of Social Science in Mass Communication (Public Relations and Advertising

Jan 2021- September 2024

Landmark University.

- Relevant coursework in Editing and Graphics of Communication.
 - Relevant coursework in Advertising Design, Copy, and Layout.
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ADDITIONAL INFORMATION

- Certifications: Webflow website certificate.
- Awards: 2nd runner up: My pen speaks 1.0.