

Yusuf K. Doma

Creative Designer

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CAREER SUMMARY

Highly creative and detail-oriented graphic designer with over five years of experience in producing visually captivating designs for print and digital media. Proficient in industry-standard software such as Adobe Creative Suite, including Illustrator, Photoshop, and After Effects, as well as other design tools like Capcut. Specializing in brand identity design, print design (including product packaging, posters, and banners), and social media content creation. Recognized for excellent communication skills, with a proven ability to collaborate effectively with clients and cross-functional teams, consistently delivering exceptional results. Possesses a keen eye for detail and a passion for innovation, dedicated to creating engaging visual experiences that resonate with audiences and drive impactful outcomes. Experienced in leading the conceptualization and design of identity logos for cryptocurrency tokens, and crafting dynamic social media graphics to enhance brand visibility and engagement in the digital space.

EDUCATIONAL QUALIFICATION WITH DATES

2015 – 2021

Bachelor of Science in Information and Media Technology (Media Technology).

Federal University of Technology, Minna.

PROFESSIONAL EXPERIENCES

Iwansell - 2018-2019 | Remote

- Generated diverse print designs, including flyers, stickers, and dynamic social media graphics, resulting in increased brand visibility and engagement.
- Played a key role in enhancing user interfaces for apps and web apps through the provision of design resources, critical feedback, and innovative proposals, contributing to improved user experience and satisfaction.

VSP Botanics – 2019 | Remote

- Envisioned and crafted a holistic brand identity, incorporating product packaging designs, posters, banners, and captivating social media content.
- Fostered collaborative efforts with the media team and content creators to ideate creative concepts for advertising campaigns, delivering design solutions that elevated promotional materials.
- Partnered with printers to guarantee precise production of designed materials, ensuring high-quality output and brand consistency.

Progressive Media Organisation & SGTV - 2020 | Remote

- Developed a varied selection of visually captivating social media graphics, encompassing infographics and print designs, to enhance online presence and engagement.

Kochiken - 2021 | Remote

- Produced a diverse range of promotional materials, including flyers, stickers, GIFs, motion graphics, and engaging social media graphics customised for platforms such as Instagram and Twitter.

Shamman King Inu - 2020-2021 | Remote

- Spearheaded the conceptualisation and design of the identity logo for a cryptocurrency token, prioritising the development of a unique visual identity.
- Created vibrant social media graphics, such as banner ads, launch posters, and promotional materials, to amplify brand visibility and foster engagement in the digital realm.

Ministry of Justice, Ekiti State - 2021-2022 | On-site and Remote

- Spearheaded the design of annual reports for 2021 and 2022, along with crafting a variety of impactful social media graphics.
- Collaborated with photographers and editors to refine layout and content elements.

SOFTWARES:

- Adobe After Effects
- Adobe Illustrator
- Adobe Photoshop
- Capcut

SKILLS

- Advertising Design
- Editorial Design
- Brand Identity Design
- Social Media Content Creation
- Photography
- Video Editing
- Motion Graphics

SPECIALTY

- Brand Identity Design
- Print Design (including product packaging, posters, banners)
- Social Media Content Creation
- Infographic Design
- Annual Report Design
- User Interface (UI) Design for Apps and Web Apps
- Collaborative Design (working with photographers, editors, printers)
- Motion Graphics Design
- Advertising Design
- Editorial Design