

Babatunde Ahmed

Art Director and Graphic Designer

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SUMMARY

I'm a multidisciplinary designer with over 10 years of expertise marked by my passion for creativity, innovation and creative leadership in design. I specialize in driving the creation of impactful marketing assets and excelling in collaborative environments with cross-functional teams. I bring a strong understanding of marketing, production, and multimedia design, enabling me to deliver compelling visual narratives. With my expertise in graphic design, brand identity, typography, art direction, illustration, and motion graphics, I am adept at swiftly adapting to the evolving requirements of a fast-paced sector. My focus is on maintaining high standards of brand consistency and quality in all my creative endeavours.

WORK EXPERIENCE

Brand Designer and 2D Motion Designer, Enverus (Contract)

Oct 2022 - Present • Calgary, AB (Remote)

- Created over 20 detailed spec sheets and solution overviews for the entire range of energy products and designed corresponding images for the brand's website, ensuring alignment with the 'intelligent connections' theme.
- Produced 20+ promotional and training videos, supporting product launches and campaigns. [project 7](#)
- Crafted innovative graphic designs for diverse media including digital, mobile, and print, aligning with brand standards and enhancing user engagement.
- Using ChatGPT and AI tools to spark new ideas and concepts; crafting engaging content; and staying ahead of the curve by identifying the latest design trends, consumer preferences, and key market insights.

Brand Designer, Syncari (Contract)

Nov 2021 - Mar 2023 • Newark, CA (Remote)

- Created visually appealing banners for social media, helping to increase our brand and product awareness online.
- Expertly blended design thinking and user experience principles in creating infographics and graphic elements for various media, ensuring both clarity in complex data presentation and adherence to brand and design guidelines.
- I developed captivating videos using the Syncaroo brand mascot to boost engagement across social media and internal communication platforms.

Meaningful Gigs, Design Partner (Contract)

Nov 2021 - Present • Washington, DC (Remote)

Part of a vibrant community of African designers collaborating on diverse projects for global audiences.

Senior Brand and Marketing Designer, FairMoney

Nov 2021 - Oct 2022 • Lagos, Nigeria (Hybrid)

- Led the launch campaign for FairSave, a savings product on the Fairmoney app, aimed at average to lower-class income earners. Executed an integrated digital and print campaign featuring a renowned celebrity influencer, significantly elevating product and brand awareness. This strategic approach resulted in over 10 million app downloads, increased user engagement through monthly savings-focused promotional draws, and enhanced brand presence through ambient advertising on buses and billboards.
- Responsible for crafting visual designs across platforms, including websites, product imagery, social media content, email campaigns, brand promotions, and print materials.
- Crafted engaging explainers and promotional videos that effectively clarified product features and benefits, leading to enhanced customer understanding and a notable increase in sales.

Senior Brand and Marketing Designer, Tangerine Africa

Jan 2021 - Oct 2021 • Lagos, Nigeria (Remote)

- I led a team of designers, providing guidance and feedback to keep our projects in line with the brand's visual style. My focus was on creating a collaborative and innovative atmosphere, helping everyone grow and produce their best work.
- Led the design and execution of creative marketing campaigns across various media platforms, including digital, print, and social media.
- Working closely with marketing, brand management, digital media and product teams to ensure cohesive brand messaging and design consistency across all channels.

Art Director and 2D Motion Designer, United Bank for Africa

Feb 2019 - Dec 2020 • Lagos, Nigeria (Hybrid)

- I led the design strategy and branding for UBA Marketplace 2019, successfully creating a vibrant platform that supported hundreds of small businesses in various industries to showcase and sell their products to a broad audience across Africa. My approach focused on developing a dynamic and inclusive event identity, enhancing visibility for participating businesses and attracting thousands of visitors, thereby boosting the event's impact and reach. [project 7](#)

- I managed the complete design lifecycle for over 10 new banking and customer products, from initial conceptualization to integrating feedback. This comprehensive approach significantly enhanced both local and global sales and brand visibility by 60%.
- Collaborated with cross-functional teams such as marketing, product marketing, and Go-To-Market teams to understand project requirements and deliver effective design solutions.

Art Director, Guaranty Trust Bank

Aug 2016 - Jan 2019 • Lagos, Nigeria

- Directed the design strategy for 10+ flagship customer products and played a key role in the branding initiatives for two major events: GTBank Food & Drink and GTBank Fashion Weekend.
- I led and designed impactful social and CSR campaigns that significantly raised the brand's global and local profile, establishing it as a leader in social community development.
- I crafted 30+ compelling advertisements and promotional materials for the brand, encompassing products, events, and campaigns. [project 2](#)
- I produced a range of dynamic videos tailored for social media, advertising, and educational content, each crafted to captivate and inform the target audience.

Graphic Designer, CMC Connect

July 2015 - July 2016 • Lagos, Nigeria

- As the lead designer for the Lagos Blue Line Rail Trains, I drove the project's design, branding, and strategy, significantly improving Lagos' transportation system. My focus on user-centric design and effective branding played a key role in modernizing and enhancing the city's public transit experience. [project 2](#)
- I spearheaded the development of STL Trustees' visual identity, meticulously guiding its transition from initial design to final print. My focus was on precision and maintaining brand consistency across all mediums, ensuring that every detail accurately reflected the brand's image and values. [project 2](#)
- I led the design of digital and print materials for Drasa's #itsStartsWithMe CSR campaign, educating 21+ high schools and communities on hygiene and sanitation and effectively disseminating them across social media.

Graphic Designer, Chocolate City Group

Mar 2013 - June 2015 • Lagos, Nigeria

- Crafted cohesive designs for diverse marketing collateral, encompassing print materials, brochures, and display banners.
- Devised eye-catching social media graphics to elevate marketing campaigns and enhance online presence.
- Produced a portfolio of over 100 album and song covers tailored to various artists' branding for music promotion.

Graphic Design Intern, LTC Advertising

Jan 2009 - Oct 2009 • Lagos, Nigeria

- Produced versatile design elements for a spectrum of sales and marketing endeavors across print and digital mediums.
- Participated actively in crafting print collateral such as flyers and ads, focusing on innovative layouts, cohesive color palettes, and curating impactful imagery.
- Leveraged advanced photo-editing skills to enhance and transform visuals, elevating the allure of advertisements.

EDUCATION

Yaba College of Technology, Higher National Diploma in Graphic Design

2010 - 2012

Yaba College of Technology, National Diploma in General Art & Design

2006 - 2008

SKILLS

Design: Art direction, photo manipulation, branding and visual identity, brand strategy, 2D motion graphics, logo ideation & design, editorial design, typography, iconography, color theory, illustration, layout & composition, design Principles, web and digital Design, print design knowledge concept development and storyboarding.

Personal: problem solving, attention to detail, leadership, effective collaboration, communication skills, empathy, adaptability, continuous learning, time management, research, time Management, design thinking, marketing knowledge, project management and teamwork.

Tools: Photoshop, Illustrator, After Effects, Premiere Pro, InDesign, Adobe XD, Figma, Microsoft Powerpoint, Corel Draw, Google Web Designer, Google Slides, Canva.

CERTIFICATION

Dudutoolz, Motion Graphics Certification

2014