

OLUWATOBILOBA ATOBAJAYE

GRAPHICS DESIGNER | MOTION DESIGNER

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PROFESSIONAL SUMMARY

Creative and detail-oriented **Graphics Designer and Motion Designer** with professional experience creating compelling visual content for businesses, brands, marketing campaigns, and digital platforms. Skilled in developing brand identities, social media creatives, marketing materials, advertisements, and motion graphics that communicate ideas clearly and engage target audiences.

Experienced in transforming creative briefs and concepts into polished visual designs, with strong attention to typography, composition, colour, visual hierarchy, and brand consistency. Passionate about creating visually impactful designs that strengthen brand communication and audience engagement.

CORE SKILLS

Graphic Design	Motion Design & Motion Graphics	Brand Identity Design
Logo Design	Social Media Design	Marketing & Advertising Design
Digital Campaign Design	Visual Storytelling	Creative Concept Development
Typography & Layout	Brand Guidelines	Promotional Materials
Content Design	Photo Editing & Retouching	Creative Direction
Design Adaptation & Resizing		

DESIGN TOOLS

Adobe Photoshop • Adobe Illustrator • Adobe After Effects • Adobe Premiere Pro • Figma • Canva • Adobe Creative Suite

PROFESSIONAL EXPERIENCE

GRAPHICS DESIGNER & MOTION DESIGNER

TCS Plus Experts

- Create high-quality graphic designs and visual content for marketing and communication purposes.
- Develop creative concepts based on briefs, campaigns, and brand objectives.
- Design social media graphics, promotional materials, advertisements, and branded digital content.
- Develop visually consistent designs using appropriate typography, colour, imagery, and layout.
- Create and adapt brand assets while maintaining visual consistency across different platforms.
- Produce motion graphics and animated content for digital marketing and promotional campaigns.
- Adapt creative designs into different formats and dimensions for various digital platforms.
- Collaborate with team members and clients to understand creative requirements and deliver effective visual solutions.
- Review and refine designs based on feedback while maintaining professional design standards.
- Manage multiple creative projects while meeting deadlines and maintaining attention to detail.

GRAPHICS DESIGNER & MOTION DESIGNER

Teeth4Tat Consulting Solutions

- Designed creative visual materials for branding, marketing, communication, and promotional purposes.
- Created social media graphics and digital marketing creatives designed to capture audience attention.
- Developed promotional designs using strong visual hierarchy, typography, imagery, and colour.
- Assisted with creating and maintaining consistent visual identities across marketing materials.
- Developed creative concepts and translated ideas into professional visual designs.

- Created motion-based content and animated graphics for digital communication and promotional activities.
- Modified and resized creative assets for different platforms while maintaining design quality and consistency.
- Worked with briefs and feedback to develop designs aligned with communication and marketing objectives.
- Delivered creative projects within required timelines while maintaining a high standard of visual quality.

FREELANCE GRAPHICS DESIGNER & MOTION DESIGNER

Freelance / Agency Collaborations

- Designed visual assets for businesses, brands, marketing agencies, and digital campaigns.
- Created social media creatives, promotional graphics, advertisements, presentations, and branded marketing materials.
- Developed logo concepts and visual identity elements based on client briefs and brand objectives.
- Produced engaging compositions using typography, imagery, colour, and layout principles.
- Created digital content suitable for different social media platforms and marketing channels.
- Worked closely with clients to understand their creative vision and translate ideas into professional visual designs.
- Adapted designs based on client feedback while maintaining consistency with established brand guidelines.
- Created motion graphics and animated visual content to support digital marketing and promotional campaigns.

CREATIVE EXPERTISE

Branding & Identity — Logo design, brand identity systems, typography, colour direction, visual consistency, and branded marketing assets.

Social Media & Digital Content — Social media creatives, promotional campaigns, advertisements, announcement graphics, educational content, and digital marketing visuals.

Motion Design — Motion graphics, animated typography, promotional animations, social media motion content, transitions, and visual storytelling.

Marketing Design — Campaign creatives, promotional materials, advertising graphics, sales-focused visuals, and branded communication materials.

EDUCATION

Federal University of Technology, Akure

B.Tech – Building Technology

TCS Plus Academy

Digital Marketing Certification

PROFESSIONAL STRENGTHS

- Creative thinking and visual problem-solving
- Strong attention to detail
- Strong understanding of composition and visual hierarchy
- Typography and layout
- Creative concept development
- Brand consistency
- Ability to interpret creative briefs
- Ability to work independently and collaboratively
- Effective time management
- Ability to manage multiple creative projects
- Strong communication and client collaboration
- Adaptability to different creative styles and brand requirements

REFERENCES

Available upon request.