

OSATOHANMWEN K. UMWENI

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CREATIVE / GRAPHIC DESIGNER

Creative and business-savvy professional with a decade of expertise in graphic design, visual conceptualization, and marketing. Proven track record of escalating brand awareness through innovative design solutions and strategic management. Adept at fostering long-term relationships with clients, vendors, and workgroups to drive success.

Key Skills:

- Graphic Design
- Print & Digital Design
- Logo Design
- Team Leadership
- Creativity
- Typography
- Research
- Ideation & Innovation
- Communication Skills
- Social Media Management
- Branding & Rebranding
- Marketing Communications

Technical Skills:

Adobe Creative Suites (Photoshop, InDesign, Illustrator)
Figma
Video Editing (Premiere, Capcut)
Canva Design Expert
Web Design (WordPress)
Microsoft Office Suite
Apple Mac Apps (Pages, Numbers, Keynote)

PROFESSIONAL EXPERIENCE

MOET HENNESSY (Beverage Company) Lagos Nigeria

Lead Graphic Designer / Video Editor (Marketing Department)

December 2019 – Present

- Directed creative direction for marketing projects, designing solutions for digital mediums with a focus on brand identity and storytelling.
- Conceptualized and executed marketing campaigns meeting business objectives, leading to increased brand visibility.
- Introduced new marketing templates, resulting in more effective messaging and significant cost savings.
- Created and edited videos for online advertising, enhancing brand promotion efforts.
- Designed marketing material for live events, contributing to brand engagement and audience outreach.

UTOPIA MEDIA GROUP (Marketing / Design Agency) , Lagos Nigeria

Graphic Designer

March 2016 – November 2019

- Provided clear design direction, led the design team, and developed digital solutions for clients' needs.
- Conceptualized creative vision and ensured all creative output aligned with brand standards.
- Completed over 5,000 designs for social media alone, demonstrating efficiency and creativity.
- Implemented in-house design processes, resulting in cost savings and improved workflow.
- Provided direction and support for video/motion graphics applications across cross-functional teams.

KRYSTAL DIGITAL LTD, Lagos Nigeria (Part Time)

Graphic Design Training Consultant

March 2015 - January 2016

- Trained students in computer hardware and software, emphasizing MS Office, Corel Draw, and Photoshop.
- Developed creative concepts for educating students and trained new consultants.
- Demonstrated strong communication skills in "Training the Trainers" sessions and classroom activities.

ROW-PRINTS VENTURES, Lagos Nigeria

Graphic Designer / Printing Supervisor

November 2014 – January 2016

- Coordinated design and print-related aspects, boosting client transactions and ensuring quality output.
- Designed various promotional materials and managed client design work efficiently.
- Supervised printing operations and maintained attention to detail in all projects.

EDUCATION

University of Ilorin, Ilorin, Kwara State, Nigeria

Bachelor of Science, Mathematics (BSc)

2013

Omega Training School

Diploma in Graphic Design

2005

West African Examination Council

West African Senior School Certificate Examination

2003

CERTIFICATIONS

Udemy Certified Graphic Designer (2021)

Coursera Foundation of User Experience Design (2021)