

Michael Paul

Graphic Designer | Brand Identity Specialist

I am a creative and result-driven graphic designer with 6+ years of experience delivering brand identities, marketing materials, and digital content. Skilled in Adobe Creative Suites, Canva, and other Industry-standard tools. I collaborate with diverse teams and work remotely to create designs that resonate with the target audience. Successful in helping businesses tell their stories visually and achieve their branding goals.



Skills

- Graphic Design (Photoshop, Illustrator, Canva, Figma)
- Brand Identity Design
- Social Media Design and Content Creation
- Print Design/Production
- Remote Collaboration Tools (Trello, Slack, Zoom, Bitrix24, ClickUp)

Education

HND. Computer Science.

Yaba College of Technology – 2023

- Adobe Photoshop and Illustrator (Udemy)

Language

English

Achievements

- Successfully delivered over 700 brand projects for SMEs
- Designed assets that helped increase brand recognition for Leoht Africa
- 2022 Best Staff of the Year award for Fairfurt.
- Initiated an investment plan for Fairfurt that increased their annual revenue by 26%

Portfolio

<http://surl.li/pxktup>

Professional Experience

Head of Graphic/Media.

Leoht Africa – 08/2023 till Date

- Designed over 400+ designs and layouts for different business expos, like Nigeria Manufacturing Expo, Ghana Sourcing Accra, CoCreate, Pharma, etc.
- Prepared graphic files for print production and ensured quality, size, and standards were met.
- Collaborated with cross-functional teams to develop cohesive design strategies and content calendars.

Graphic Designer (Freelance)

Fin Savvy. – 2024

- Designed a complete brand identity, including logo, color palette, and typography for a fintech startup.
- I collaborated with the CEO, and remote team to align visuals with the company's mission and audience.
- Developed detailed brand guidelines to ensure consistency in the marketing materials.

Graphic Designer (Freelance)

Viviennada Care and Empowerment Foundation. - 2024

- Designed posters, roll-up banners, and promotional materials for campaigns.
- Produced visuals that supported awareness efforts, which increased community participation from 210 to 6822.

Graphic Designer/Content Creator

Fairfurt eCommerce & Logistics. – 03/2021 to 08/2023

- Rebranded the company and marketing visuals, which boosted its online presence by 10%
- Created a content calendar and also designed all engaging social media graphics.
- Help the vendors in editing and uploading products, which fastens timely delivery to customers.