OYEBANJI FAWAZ

Senior Graphic Designer I Creative Director
Lagos, Nigeria | +234 811 106 7929
oyebanjifawaz@gmail.com
Portfolio: https://www.behance.net/gallery/252961151/Fawaz
LinkedIn: www.linkedin.com/in/oyebanji-fawaz

SUMMARY

Senior Graphic Designer and Creative Director with a strong background in visual communication, brand identity, creative direction and marketing design. Experienced in developing brand identities, creative concepts, visual systems and integrated campaign assets that translate business objectives into compelling visual experiences. Skilled in art direction, digital marketing, social media design, motion graphics, 3D visualisation and architectural visualisation. Combines creative thinking with a strong understanding of typography, layout, visual storytelling and brand consistency to deliver purposeful, high-quality creative work from concept to execution.

CORE SKILLS

- Brand Identity & Visual Systems
- Creative Direction & Art Direction
- Brand Strategy & Consulting
- Social Media Design & Content
- Campaign & Marketing Design
- Motion Graphics & Video Editing
- Presentation & Pitch Deck Design
- Print & Digital Media
- Stakeholder & Client Collaboration
- Visual Communication

PROFESSIONAL EXPERIENCE

Graphic Designer 2026 – Present

WERAN LONGI – (RAYONNANCE) (Lagos, Nigeria)

- Develop creative concepts and visual campaigns that communicate the brand's identity, products and market positioning.
- Design social media campaigns, digital advertisements, promotional materials and marketing assets for solar products and solutions.

- Translate marketing briefs, product information and business objectives into clear visual concepts, layouts and finished campaign assets.
- Develop consistent visual approaches across product promotions, brand campaigns and digital communication channels.
- Collaborate with the marketing team, management and other stakeholders to interpret briefs, present concepts and refine creative output.

  Manage multiple creative projects and deadlines while maintaining visual quality, brand consistency and attention to detail.

Graphic Designer 2026 – Present

KINGKAFTAN (Lagos, Nigeria) (Remote)

- Create visually engaging design concepts and marketing assets that communicate the brand's menswear collections, identity and style.
- Design social media creative, product promotional graphics and digital advertising materials to support brand awareness and marketing campaigns.
- Develop visual content that showcases clothing collections, product details and the brand's fashion aesthetic across digital platforms.
- Translate marketing briefs and campaign objectives into compelling layouts, promotional designs and finished creative assets.
- Maintain visual consistency across social media content, product promotions and other brand communication materials.

  Collaborate with the marketing team and other stakeholders to refine creative concepts, manage design requests and deliver quality work within deadlines.

Creative Designer 2026 – 2026

SPACE GROUP (Lagos, Nigeria) (Contract)

- Develop creative concepts and visual campaigns across multiple brands and business units within the Group.
- Design social media campaigns, digital advertisements, marketing materials and brand communication assets.

- Translated briefs into visual concepts and campaign layouts, maintaining consistency across different touch points.
- Develop visual systems and layouts that maintain consistency across different brand and campaign touch points.
- Worked with stakeholders to present concepts, incorporate feedback and deliver creative work to deadline.
- Manage multiple creative requests and deadlines while maintaining quality, consistency and attention to detail.

Senior Graphic Designer (Remote) 2025 – 2026

KELKEY GLOBAL LIMITED (Lagos, Nigeria)

- Develop creative concepts and marketing campaigns for real estate and property-focused communication.
- Design social media campaigns, property advertisements, promotional graphics and digital marketing materials.
- Create visual narratives that communicate property value, lifestyle, investment opportunities and brand positioning.
- Develop campaign layouts, typography systems and supporting visual assets for digital platforms.
- Collaborate remotely with stakeholders to interpret briefs, develop concepts, execute designs and incorporate feedback.
- Support brand communication by maintaining consistency across social media, promotional and marketing touchpoints.

Senior Creative Director (Remote) 2023 – 2025

MACEDONIA GROUPS (Lagos, Nigeria)

- Led creative direction and visual development across branding, marketing and digital communication projects.
- Translated client briefs and business objectives into strategic creative concepts and visual directions.

- Directed the development of brand identities, campaign assets, social media content and marketing collateral.
- Established visual approaches that improved consistency across brand and campaign touchpoints.
- Reviewed creative output and provided direction throughout the design and revision process.
- Managed multiple projects from concept development through final delivery while balancing deadlines and quality standards

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Lead Graphic Designer 2022 – 2023

RESOLYTICS (Lagos, Nigeria)

- Led graphic design production for technology-focused communication, marketing and digital initiatives.
- Developed campaign concepts, social media graphics, presentations, promotional materials and other digital assets.
- Translated product, service and marketing information into clear visual communication for digital audiences.
- Applied brand guidelines and visual systems to maintain consistency across communication channels and campaign touch points.
- Collaborated with stakeholders to interpret briefs, develop concepts, incorporate feedback and deliver final creative assets.

Graphic Designer (Contract) 2021 – 2023

ONEMILLION LANDLORD (Lagos, Nigeria)

- Created visual communication and marketing materials for a real-estate-focused business and its digital campaigns.
- Developed property promotional graphics, social media creative and campaign materials communicating property value and investment opportunities.
- Translated property information and marketing objectives into engaging visual concepts for prospective audiences.

- Designed campaign layouts and promotional assets for digital platforms while maintaining brand consistency.

Junior Graphic Designer (Hybrid) 2019 – 2021

EASYKHEL GRAPHIC INSTITUTE (Lagos, Nigeria)

- Produced graphic design materials for training, promotional and organizational communication.
- Developed posters, layouts, promotional graphics and visual assets using professional design software.
- Supported concept development, design revisions and final artwork preparation for print and digital use.
- Applied foundational principles of typography, composition, color, hierarchy and visual communication across design projects.

TOOLS

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe Lightroom
- CorelDRAW
- Maxon 3D
- Canva
- Microsoft PowerPoint
- Figma

EDUCATION

Bachelor of Science (In-progress)
Lead City University 2024 – 2027

Advanced Certificate in Graphic Design
Easykhel Graphic Institute 2018 – 2019

Diploma in Graphic Design

L.I.L.G.V.Graphic Institute 2018 – 2019

Secondary School Leaving Certificate (S.S.C.E.)
King Ado Junior and Senior High School 2012 – 2017

First School Leaving Certificate (F.S.L.C.)
Ansar Ud Deen 2006 – 2011