

# ADEYINKA ADELEKE

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[Adeyinka Adeleke](#)

## PROFESSIONAL SUMMARY

Accomplished Creative Director with 7+ years of experience shaping dynamic and impactful visual identities across digital, print, and multimedia platforms. Highly skilled in leading creative teams to deliver compelling campaigns that meet business objectives and engage audiences. Demonstrates expertise in Adobe Creative Suite, UX/UI design, and motion graphics, consistently driving innovation and brand visibility. Known for blending strategic thinking with artistic creativity to craft solutions that boost engagement, enhance user experience, and deliver measurable success across diverse industries.

## EXPERIENCE

Creative Director / Senior Graphic Designer

08/2024 - PRESENT

ZAP, Financial Technology

- **Creative Strategy & Direction:** Lead the development and execution of unified creative strategies that align with the company's core values, business objectives, and brand identity.
- **Brand Identity Management:** Continuously evolve the company's visual identity, ensuring consistency across all channels, including website, mobile applications, social media, and print materials.
- **Campaign Development:** Collaborate with marketing, product, and UX/UI teams to develop creative campaigns and assets for product launches, promotions, and digital content. Create assets for websites, social media, mobile apps, and print ads, ensuring cohesive messaging and visual appeal.
- **Project Oversight & Execution:** Manage end-to-end project timelines, from ideation and design to final production, ensuring all projects are delivered on time and within budget. Track and optimize resources to maximize productivity while maintaining high-quality standards.
- **Team Leadership & Mentoring:** Oversee a team of designers, animators, and content creators, fostering creativity and providing direction to enhance performance. Organize regular feedback sessions and performance reviews to guide professional growth and ensure alignment with the company's vision.
- **Creative Collaboration:** Work closely with senior stakeholders to develop and implement design solutions that meet business needs, translating strategic goals into compelling visual narratives. Engage in collaborative brainstorming sessions, fostering innovative solutions that address marketing and product challenges.
- **Multichannel Content Design:** Lead the design and production of content across multiple channels, ensuring brand consistency and delivering a seamless experience for users across web, mobile, and social media.
- **Quality Assurance:** Perform quality checks on all creative outputs to ensure they meet the highest visual and technical standards. Ensure all projects adhere to brand guidelines and are optimized for both desktop and mobile formats.
- **Client Communication:** Act as the main point of contact for high-level clients, communicating project progress, managing expectations, and addressing feedback to ensure client satisfaction.

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**Creative Lead / Senior Graphic Designer**  
**2021 – 08/2024**

**Empawa Africa, Music Distribution**

- **Brand Development:** Led the creative direction for key artists, including Mr. Eazi, Tekno, and Joeboy, creating distinct brand identities and visual styles that enhanced their market positioning. Developed a consistent design language that spanned across social media, album artwork, video content, and promotional materials.
- **Client Management & Engagement:** Acted as the primary point of contact for clients, managing multiple accounts simultaneously and providing tailored creative solutions that increased customer satisfaction by 30%. Regularly pitched creative strategies to high-profile clients, winning new business and fostering long-term relationships.
- **Campaign Design:** Designed and executed innovative social media campaigns that grew artist followings on Instagram, TikTok, and YouTube. Worked closely with marketing teams to ensure campaigns were aligned with overall promotional strategies and contributed to the company's growth objectives.
- **Digital Content Creation:** Created visually engaging content for digital platforms, including video animations, album covers, and promotional banners. Leveraged data insights to iterate on designs, ensuring that content maximized audience engagement and artist visibility.
- **Collaboration with Industry Partners:** Collaborated with major platforms such as Apple, YouTube, and Spotify to coordinate high-profile promotional campaigns, ensuring seamless execution of visual assets. Managed relationships with external design teams to meet partnership requirements and deliver consistent brand experiences.
- **Creative Direction & Quality Control:** Provided creative direction for all visual assets, ensuring that the brand's identity was consistently maintained across various media. Regularly reviewed designs and provided feedback to ensure high quality and adherence to brand guidelines.

**Motion Animator Freelancer**  
**2023 – 2023**

**Oxfam, Charity Organization | London, UK (Remote)**

- **Campaign Visual Strategy:** Designed and animated 2D motion graphics for Oxfam's Climate Change Inequity campaign, developing content that resonated with a global audience and amplified Oxfam's advocacy efforts.
  - **Project Management & Collaboration:** Worked with Oxfam's communications and marketing teams to ensure that animations met campaign goals. Coordinated closely with cross-functional teams to ensure that visual content aligned with the overarching message and advocacy objectives.
  - **Design Options & Client Feedback:** Created multiple mockups and visual prototypes during the brief phase, providing Oxfam with a variety of creative options to choose from. Collected feedback and iterated designs accordingly to achieve the desired final outcome.
  - **Platform Optimization:** Optimized all animations for use across diverse digital platforms, including web, mobile, and social media. Ensured that final deliverables maintained high quality across various formats and resolutions.
  - **Campaign Impact:** Played a key role in delivering impactful visual storytelling, contributing to the success of Oxfam's campaign by increasing audience engagement on social media and digital platforms.
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**Brand Designer**  
**2021 - 2023**

**POPREV, Music Technology**

- **Social Media Strategy:** Managed and developed cohesive visual content for the company's social media channels, leading to a 25% increase in followers. Curated a unified visual identity that boosted brand recognition across platforms.
- **Advertising Campaigns:** Collaborated with the marketing team to execute large-scale multichannel advertising campaigns, including the successful "Stay Connected" initiative, which significantly increased user engagement and brand awareness.
- **Brand Toolkit Creation:** Developed and implemented a comprehensive brand toolkit to ensure consistency across all internal and external communications. This included creating templates, design guidelines, and assets for use by various departments.
- **Content Creation & Delivery:** Led the creation of digital content, including social media posts, newsletters, and promotional banners. Ensured all assets were optimized for performance across mobile and desktop.
- **Cross-Departmental Collaboration:** Worked closely with the product and customer service teams to ensure that the brand's visual identity was consistently maintained across all customer touchpoints, enhancing the user experience.

**Brand Designer**  
**2020 - 2021**

**FRAGMYNT, Financial Technology**

- **Email Marketing Campaigns:** Designed and managed weekly email campaigns for over 10,000 subscribers using Mailchimp, increasing click-through rates and driving customer engagement.
- **Custom Graphic Design:** Created custom illustrations, infographics, and visual elements for use in digital marketing materials, strengthening the company's visual brand identity.
- **Website Redesign & User Experience:** Directed the redesign of key visual elements on the company's website, improving user experience and increasing visitor engagement by 20%. Collaborated with the development team to ensure that the new design enhanced usability and was optimized for mobile devices.
- **Marketing Collateral Development:** Produced digital and print marketing materials, including flyers, brochures, and advertisements, to support various campaigns and events. Played a pivotal role in boosting audience engagement through visually appealing content.

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## **EDUCATION**

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**MA in Visual Communication**

**2022 – 2023**

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**University of Salford | Manchester, UK**

**Degree in Responsive Web Design**  
**2021 – 2022**

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**APTECH Computer Education | Lagos, Nigeria**

**BSc in Political Science & Public Administration  
2017 – 2020**

**Babcock University | Ogun, Nigeria**

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## KEY SKILLS

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- Creative Strategy Development
  - Graphic Design (Adobe Creative Suite)
  - Video Editing
  - Content Creation for Digital & Print Media
  - Brand Development & Identity Management
  - UX/UI Design & Prototyping
  - Project Management & Team Leadership
  - Multichannel Campaign Design & Execution
  - Motion Graphics & Animation
  - Client Relations & Engagement
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## TECHNICAL SKILLS

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- Design Software: Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Premiere Pro), Cinema 4D, Clip Studio
  - Web Development: Responsive web design and development
  - Animation & Multimedia: Expertise in motion graphics and video editing
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