

ADESOYE MATHEW O.

BRAND DESIGNER | GRAPHIC DESIGNER

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PROFESSIONAL SUMMARY

Brand and graphic designer with 10+ years of experience creating visual identities, marketing campaigns, corporate communications and print-ready materials for real estate, architecture, education, technology, professional-service and SME clients. Translates business goals into clear, distinctive and consistent design systems across digital and physical touchpoints. Combines strategic thinking, creative direction and production discipline to help organisations communicate professionally, strengthen brand recognition and present their offers with greater clarity.

CORE EXPERTISE

Brand Identity • Logo Design • Visual Identity • Corporate Branding • Brand Strategy • Brand Guidelines • Print Design • Marketing Collateral • Social Media Design • Packaging Design • Typography • Layout Design • Editorial Design • Presentation Design • Visual Communication • Creative Direction • Art Direction • Pre-press Production

PROFESSIONAL EXPERIENCE

SEMPER HOMES AND PROPERTY, LONDON, UK

Oct 2023 - Present

Brand Designer / Graphic Designer (Remote)

- Create brand-led marketing assets for property campaigns, including social media graphics, promotional layouts, presentation materials and client-facing collateral.
- Translate property information and campaign messages into clear visual narratives that support professional positioning and audience engagement.
- Maintain consistent use of colour, typography, imagery and layout across digital and print communications.
- Collaborate remotely with stakeholders to refine concepts and deliver production-ready artwork for online distribution and print.

FREELANCE, FIVERR & UPWORK

Jan 2022 - Present

Brand Designer / Graphic Designer

- Develop logos, visual identity systems, business stationery, brochures, flyers, social media campaigns and presentation materials for entrepreneurs and SMEs.
- Guide clients from creative brief and concept development through revisions, final approval and brand-ready delivery.
- Adapt core brand identities across multiple formats while preserving visual consistency and communication clarity.
- Prepare accurate files for digital use and commercial printing using Adobe Creative Suite, CorelDRAW and Figma.

INSIGHTS AND VIGNETTES LTD, LAGOS, NIGERIA

Mar 2021 - Present

Graphic Designer (Remote)

- Design campaign graphics, branded communications and marketing collateral for company and client-facing use.
- Convert written briefs and communication goals into polished layouts suited to social media, presentations and print.
- Solve visual communication challenges through purposeful typography, hierarchy, imagery and composition.
- Coordinate feedback and revisions remotely while maintaining quality, consistency and timely delivery.

APEX INTEGRATED ARCHITECTS, SEYCHELLES

Sep 2020 - Present

Graphic Designer (Remote)

- Produce branded marketing and presentation materials that communicate architectural services and project value clearly.
- Develop visual layouts for brochures, promotional graphics, social media content and corporate communications.
- Apply consistent identity standards across client-facing materials to strengthen brand recognition and professionalism.
- Prepare high-resolution artwork for both digital presentation and print production in collaboration with remote stakeholders.

DALVIC TECHNOLOGY, NIGERIA

Jul 2018 - Present

Principal Director / Creative Lead

- Lead creative direction for branding, identity and marketing-design projects delivered to business and SME clients.
- Shape visual concepts from client objectives, establishing appropriate design direction, tone, colour and typography.
- Oversee the development of logos, brand assets, campaign materials, corporate collateral and digital graphics.
- Maintain quality control across concept development, client review, artwork preparation and final delivery.

TEDPRIME LTD, ABEOKUTA, NIGERIA

Jun 2018 - Present

Graphic Design Tutor / Designer (Remote)

- Teach practical graphic-design principles, including composition, colour, typography, layout and production workflow.
- Create instructional and promotional materials that make design concepts clear and accessible to learners.
- Provide constructive creative feedback that strengthens visual problem-solving and software proficiency.
- Support branded communication needs with polished graphics prepared for digital and print use.

LYTIC AI, LAGOS, NIGERIA

Jul 2014 - Present

Graphic Designer (Remote)

- Design visual assets for a technology-focused organisation, including brand communications, campaign graphics and presentation materials.
- Translate technical and business information into clear, audience-friendly visual content.
- Maintain consistent application of brand elements across digital channels and corporate materials.
- Collaborate remotely on creative briefs, revisions and final artwork delivery for ongoing communication needs.

DESIGN SKILLS

Branding: Brand identity, logo design, visual identity, corporate branding, brand strategy, brand guidelines and identity application.

Graphic Design: Typography, layout design, editorial design, presentation design, visual communication, creative direction and art direction.

Print Design: Brochures, flyers, banners, business stationery, marketing collateral, packaging concepts, pre-press and print-ready artwork.

Digital & Marketing Design: Social media design, campaign visuals, digital adverts, web graphics, branded content and cross-platform asset adaptation.

Creative Software: Adobe Photoshop, Adobe Illustrator, Adobe InDesign, CorelDRAW and Figma.

EDUCATION

Federal University of Agriculture, Abeokuta, Nigeria

M.Sc. Software Engineering (In Progress)

Federal University of Agriculture, Abeokuta, Nigeria

B.Sc. Computer Science

IB Computer Institute, Epe, Lagos

Diploma in Computer Engineering

PORTFOLIO

Portfolio Website: dalvictech.com/graphics

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