

4+ Years Experience	30+ Projects Delivered	68% Sales Lift for Clients
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Portfolio: <https://creativejoe.framer.ai>
Address: Lagos, Nigeria | WAT (GMT+1)

Phone: [+234-903-076-6110](tel:+234-903-076-6110)
LinkedIn: [Asogba Joseph - Creative Designer Profile](#)
Email: asogbajoe@gmail.com

CAREER SUMMARY:

- Designer who builds visual systems that move people to act.
- 4+ years of experience in brand strategy, motion graphics, and event design for startups, NGOs, and organizations across Nigeria and the UK.
- Key measurable results across 30+ projects: 68% sales increase for a Lagos agency client, 40% social media engagement growth for a mental health NGO, and campaigns reaching 4,000+ people.
- Academic training in behavioral psychology at the University of Lagos applied to every visual hierarchy and audience communication decision.
- Proficient in Adobe Creative Suite, Affinity, CapCut, Canva, and AI-assisted image and video generation.

PROFESSIONAL EXPERIENCE:

ALERTE UNIVERSAL LIMITED (CARDIFF, UNITED KINGDOM) <i>Explainer Animation Designer</i>	<i>Feb 2025 - April 2026 (Contract)</i>
• Translated a complex emergency safety app into emotionally engaging AI-animated narratives and onboarding videos grounded in relatable Lagos emergency scenarios, measurably improving comprehension and trust for agents and users of the product. • Produced 100+ AI-generated assets and 40+ video clips across three contract cycles, with all work deployed across LinkedIn, Instagram, and user onboarding flows for the startup's official launch. • Independently directed the full production workflow: AI asset generation, character direction, audio synchronization, and multi-format export using Photoshop, Affinity, and CapCut.	
HATCHERSFIELD LIMITED (LAGOS, NIGERIA) <i>Motion Graphic Specialist</i>	<i>January 2025 - October 2025 (Hybrid)</i>
• Delivered over ten motion design ads for a live billboard and digital advertising media agency directly contributing to a 68% sales increase in client sales within the first month (client-reported). • Elevated the agency's internal brand visual identity including ID cards, official documents, pitch and pricing templates, achieving greater visual consistency and a more modern and professional presentation. • Managed simultaneous campaign production for 10+ client brands in fashion, retail, and grooming, averaging a 2 to 3 hour turnaround per deliverable including client revisions adapted across the billboard and social media formats within a three-week window.	
PROTEGES NGO (UNIVERSITY OF LAGOS, NIGERIA) <i>Lead Graphic Designer</i>	<i>July 2023 - Present</i>
• Created the NGO's entire event deliverables and visual identity from scratch, including the logo, certificates, merchandise, a pitch deck and campaign templates, producing a recognizable brand system consistently used across three consecutive annual mental health seminars. • Developed 30+ campaign assets per seminar cycle and delivered investor pitch materials that secured multi-million naira in funding from partners and donors. • Campaigns drove a 40% engagement increase on Instagram during the flagship event MHRS 1.0 launch; campaigns reached 4,000+ young Nigerians including secondary school students across Lagos communities.	

Motion & Campaign Designer

- Established and elevated the visual brand identity for a Lagos tech startup and its e-commerce platform (Dey4U), covering social media designs, all investor-facing presentation materials and animated product assets.
- Created grant proposals and investor pitch decks that played a direct role in securing multi-million naira investment, including backing from Project i2m.
- Delivered social media flyers and animated product videos that contributed to measurable growth in Instagram and LinkedIn audience traction during product launch windows.

VOLUNTEER WORKS

NANVIS (National Association of Nigerian Visually Impaired Students) | Graphic Designer

University of Lagos, Yaba, Lagos State, Nigeria

April 2024 – August 2024 (5 months)

- Delivered the organization's complete brand and event design package for M.A.D. 2024, an advocacy event for Nigerian visually impaired students: a full logo redesign, 10+ flyers, 2 banners, event ticketing volunteer certificates, and branded merchandise across both print and digital formats.
- Led visual communication for NANVIS M.A.D. 2024, using inclusive design principles and psychology and accessible visual communication applying bold typography, color theory, and simplified layouts that worked well in print and on mobile screens.
- Outcome: 200+ attendees including the UNILAG Vice-Chancellor, merchandise sold before the event opened, and over 1 million naira raised.

Go-Learn, UNILAG | Visual and Digital Content Designer

University of Lagos, Yaba, Lagos State, Nigeria

July 2025 – October 2025

- Built WhatsApp-optimized flyers and social media graphics to support student community-building campaigns.
- Developed visual assets for targeted mobile communication, optimizing designs for WhatsApp readability and engagement across student community channels.

SKILLS AND TOOLS

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| <ul style="list-style-type: none">• Adobe Creative Suite (Photoshop, Illustrator, InDesign)• Artificial Intelligence for Content Design & Automation• Canva• CapCut• Corel Draw | <ul style="list-style-type: none">• Affinity• Figma• Framer |
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EDUCATION

Bachelor of Arts in Guidance and Counselling | CGPA: 4.07 (Second Class Upper)

University of Lagos, Yaba, Lagos State, Nigeria

November 2019 – February 2026

CERTIFICATIONS

[ALX AICE CERTIFICATE OF ACHIEVEMENT FOR AI CAREER ESSENTIALS \(CONTENT GENERATION\)](#)

July 2024

[NANVIS – Certificate of Recognition](#)

August 2024

[Terra Graphic Design Certificate of Completion | Lagos, Nigeria](#)

February 2025