

Onuoha Ifechinyere U

Senior Brand & Visual Designer

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WORK EXPERIENCE

Canva - Freelance Contract
Layout Designer

Sydney, Australia
Jul 2026 – Present

- Work across production and non-production design projects spanning template design, art direction, curation, layout design and creative production.
- Translate creative briefs into polished, scalable visual solutions across multiple formats and content categories.
- Contribute to design review, refinement and quality control while maintaining strong typography, hierarchy and visual consistency.

Delturn - Freelance, Part-time
Visual Designer

Wyoming, United States
Nov 2025 – Present

- Develop brand identities, visual systems and cross-channel creative for technology, consumer, healthcare and e-commerce clients.
- Design landing pages, marketing assets, presentations, digital content and motion-led creative.

Desygnative - Full-time
Creative Director

United States
Apr 2022 – Sep 2025

- Created brand identities, investor pitch decks, fundraising presentations and sales collateral for startups and growing businesses.
- Translated complex ideas into clear visual narratives that strengthened brand communication and supported fundraising and sales.
- Led projects across strategy, storytelling, visual direction and final design execution.

AlchemyPro - Part-time
Senior Product Designer

United States
May 2016 – Jun 2025

- Progressed through graphic, brand and product design roles, combining strong visual craft with digital and systems thinking.
- Developed visual identities, logo systems, brand guidelines and scalable design systems across multiple touchpoints.
- Improved visual consistency by 50%+ through structured design-system development.
- Designed responsive digital experiences, marketing interfaces, high-fidelity prototypes and supporting brand assets.
- Collaborated with cross-functional teams and reviewed design work to maintain quality and consistency from concept through implementation.

PowerSurge Marketing - Full-time
Senior Graphic Designer

Canada
2023

- Designed multi-channel campaign assets including digital ads, email templates, social media creative, pop-ups, branded content and motion graphics.
- Developed reusable visual systems and templates across multiple client accounts.
- Delivered campaign creative that contributed to 20% higher client engagement and a 15% uplift in subscription renewals.
- Maintained consistent brand execution across ongoing marketing campaigns.

DWC Media - Full-time

Brand Designer & Creative Director

United States

Sep 2020 – Feb 2023

- Created cohesive visual systems across campaigns, social media, websites, email, newsletters, video and digital marketing content.
- Designed reusable templates and scalable creative frameworks for recurring production.
- Created custom digital templates that generated **\$60,000+ in sales within two years**.
- Supported creative direction and visual consistency across client projects and marketing channels.

Canva - Contract

Design Educator & Facilitator

Sydney, Australia

Feb 2020

- Designed and delivered the Design for Change Makers module for the Social Innovators Programme in partnership with LEAP Africa, teaching visual communication and practical design strategy.
- Supported adoption of Canva tools for nonprofit storytelling and visual communication.

Prolific Xpressionz - Full-time

Brand Designer

United States

May 2018 - Apr 2020

- Developed brand identity systems and illustration-led creative for digital and print applications. Research-driven design contributed to a 25% increase in client satisfaction, while improved processes reduced turnaround time by 40%.

EDUCATION

Federal College of Education

Mathematics & Computer Science | 2009 – 2012

KEY ACHIEVEMENTS

- Generated \$100K+ in sales through high-performing digital assets, templates and visual design solutions.
- Improved brand visual consistency by 50%+ through scalable identity and design-system development.
- Delivered campaign creative contributing to 20% higher client engagement and a 15% uplift in subscription renewals.
- Reduced creative turnaround time by up to 40% through systematic workflows and reusable design frameworks.

SKILLS

Design & Technical Skills:

Brand Identity Design • Graphic Design • Visual Identity Systems • Art Direction • Creative Direction • Marketing Design • Layout Design • Typography • Template Design • Presentation Design • Digital Design • Motion Graphics • Web Design • Campaign Design

Soft Skills:

Strategic Thinking • Creative Problem-Solving • Visual Storytelling • Communication • Cross-Functional Collaboration • Project Ownership • Attention to Detail • Adaptability • Mentoring & Team Support

TOOLS

Figma • Adobe Photoshop • Adobe Illustrator • Canva • Adobe Premiere Pro • Framer • Jitter • Affinity • PowerPoint • Claude Code • GitHub • Codex • Midjourney

CERTIFICATIONS

Meet Canva's Visual Suite — Canva | 2026

Figma Masterclass — The Designership | 2024

Frontend Development — Frontend Simplified | 2024

Foundations of User Experience Design — Google | 2023

Brand Identity Design — MadeByJames / The Futur Academy | 2023

Introduction to Front-End Development — Coursera | 2023