

Ayo Lasile

Creative Director, Brand Designer

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PROFILE

Seasoned storyteller with 10 years experience writing for multiple media, and 3 years design and advertising experience. Seeking to further develop visual and communication design skills at the esteemed TACTICA ZONE agency. Available for in-person brand and product design internship.

SKILLS

Brand Design

Created brand strategy and identity for FreedLiving Homes and other personal projects. Brainstormed and directed creative brand ad for *Explore With Mega*. Developed memorable personal brand and campus campaign for Social Director Aspirant.

Storytelling

10 years writing compelling stories for films, ads, personal brands, etc, resulting in tight storytelling and emotional communication skills. Able to create concise and persuasive copies for specific target audience with brand tone, voice, and message in mind.

Critical Thinking

Problem solves creatively; created notable trivia quizzes, subtly promoting campaign agenda, and received commendations from academic officials. Conducts research to inform design and skilled use of industry graphic and web design tools.

Collaboration

Works amicably in teams with previous experiences on film sets, academic group projects, and in workplace. Offers support to colleagues and successfully mediates disputes as a team player and effective communicator. Able to receive constructive feedback.

EDUCATION

B.A Performing Arts, Music and Film Studies (Directing specialisation)

(Expected) 2027

Lead City University, Ibadan, Oyo

Awards

Best Student Overall Academically in 300L (25/26 academic session)

WORK EXPERIENCE

Brand Designer, FreedLiving Homes

Sept 2024

Remote

- Brainstormed brand name and strategy for start-up real estate agency in minimalist/modest luxury home sector.
- Designed brand identity to match brand image and message, and appeal to intended customer persona.

Creative Director, *Explore With Mega*

June 2025

Ibadan

- Developed sip-and-paint concept and wrote AV script to promote brand's touring & exploration services.
- Directed colorful set design and props, music, etc. to match brand's look and feel, ensuring consistent brand identity.
- Successfully effected brand promotion and engagement for freelance tour guide, upscaling brand's publicity.

Brand/Campaign Manager, *Layo for Social Director*

May 2026 - July 2026

Ibadan

- Curated clear and consistent messaging to drive aspirant's objectives, drastically increasing supporters.
- Designed official fliers and trivia quizzes promoting aspirant's personal brand and alignment with desired office.
- Crafted emotionally appealing manifesto commended for holding the most audience attention on election day.