YINKA RAPHAEL OYELADE

Brand and User Experience Designer

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MY PORTFOLIO

be.net/yinkaraphael

WORK EXPERIENCE

2020 - Present

DIRECTOR FOR BRAND AND CUSTOMER EXPERIENCE

AIESEC in Ghana

- Created National customer persona for the Organization's tageting market.
- Developed and executed the national marketing strategy.
- Created brand designs for conferences, events and social media engagements.
- Managed and coached membership from the Local chapters in universities.

2019 - 2021

CREATIVE DIRECTOR

Kinggate International

- Managed the creative process from concept to completion.
- Worked with the brand team to produce new ideas for company branding and promotional campaigns.
- Created and implement tailored marketing plans.

2019-2020

BRAND AND CUSTOMER EXPERIENCE MANAGER

AIESEC in Nigeria

- Analyzed customer insights, consumer trends, market analysis, and marketing best practices to build successful strategies.
- Developed and executed the national marketing strategy.
- Created brand designs for conferences, events and social media engagements.
- Managed and coached membership from the Local chapters in universities.

2017-2018

CREATIVE DESIGNER

SCHICK Magazine

- Analyze and select suitable pictures for magazine use from different fashion shows
- Created design page alignment for the weekly magazine issue
- Created and published weekly social media designs for promotions

EDUCATION

2021 (In view)

ASSOCIATE DEGREE IN COMPUTER SCIENCE

University of the People, USA

2018

PROFESSIONAL CERTIFICATE IN USER EXPERIENCE

Accenture

2018

PROFESSIONAL CERTIFICATE IN SUPPLY CHAIN INNOVATION

University of Twente, The Netherlands.

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Highly creative Brand and User Experience Designer whose goal is to create deep and lasting experiences through visual communication and brand Identity.
With innovative experience in User Experience research, has collaborated with creative teams and international organizations to design Communication strategies with great success.

PROFESSIONAL SKILLS

FIGMA

ADOBE ILLUSTRATOR

ADOBE INDESIGN

ADOBE PHOTOSHOP

ADOBE AFTER EFFECTS

COREL DRAW

AFFINITY DESIGNER

HTML/CSS

PERSONAL SKILLS

LEADERSHIP

TEAM WORK

TIME MANAGEMENT

DATA ANALYSIS

CREATIVE WRITING

PROJECT MANAGEMENT

REFERENCES

Available on request