

DANIEL ALALADE

danalalade@gmail.com | +234 815 504 0530 | Lagos, Nigeria

www.linkedin.com/in/danielalalade | www.danielalalade.com

Graphics Designer | Creative Designer | Motion Graphics Designer

Designer with over 8 years of experience shaping brand identities, marketing campaigns, and product visuals across various industries. Skilled in combining storytelling with design to create visuals that attract attention and deliver results. Key achievements include leading creative development for a 4D campaign with Premier Gospel, designing an attendance campaign for the London Borough of Newham, and developing visual identity, packaging, and advertising for more than five makeup product lines.

PROFESSIONAL EXPERIENCE

Creative Designer

Oct 2023 - Present

PATCAM | London, United Kingdom (Remote)

- Design and produce motion graphics, video content, and brand visuals that strengthen client communication, contributing to a 21% increase in marketing returns.
- Lead creative development on a 4D campaign for Premier Gospel with 17 DOOH executions across 77 billboard sites, and hundreds of content, generating millions of impressions and over 240,000 plays in 4 months.
- Develop creative concepts and visual strategies that align with client goals, improving overall campaign consistency and impact.
- Collaborate with cross-functional teams to deliver **100% on-time project completion** under tight timelines.

Design Consultant

Mar 2020 – Sept 2023

Celfie Cosmetics | New York, USA (Remote)

- Developed the **visual identity, packaging, and advertising** for **7 makeup product lines**, contributing to about **150% sales surge** during launches.

- Designed marketing campaigns that boosted **social media engagement by roughly 40%** and improved conversion rates.
- Partnered with the marketing team to ensure brand visuals improved overall **brand recognition by over 25%**.

Design Lead

Jun 2021 – Sept 2023

Digital Paul | Lagos, Nigeria (Remote)

- Directed UI/UX and graphic design projects, resulting in a **25% improvement in user engagement** across platforms.
- Coordinated and mentored a design team of five, ensuring consistent delivery on **over 20 client projects**.
- Established scalable design standards that reduced project turnaround time by roughly **30%**.

Graphics Designer

Aug 2019 – Jul 2021

Digital Paul | Lagos, Nigeria (Remote)

- Conceptualised and executed marketing graphics that boosted audience engagement and improved campaign performance by **15%**.
- Researched design trends and applied insights to deliver innovative visual solutions.
- Developed and executed designs that aligned with clients' brand strategy, increasing their overall visibility.

Graphics Designer (Part-time)

Aug 2019 – Jul 2021

Branded Heart Ltd. | Akure, Nigeria

- Designed graphics for printing various materials, including **clothing, cups, and promotional merchandise**.
- Created branding and marketing assets that strengthened client campaigns and visual identity.
- Assisted in photography projects to ensure design consistency and cohesive brand storytelling across all formats.

Freelance Graphics Designer

Apr 2017 - Present

- Create brand identities, marketing assets, and digital illustrations for clients across industries, driving stronger brand recognition.
- Design compelling visuals for print and digital media, enhancing storytelling and contributing to measurable engagement growth for clients.
- Deliver end-to-end creative solutions, from concept development to final production, consistently meeting deadlines across multiple freelance projects.

EDUCATION

Bachelor of Engineering in Civil Engineering | Federal University of Technology, Akure (2019)

TECHNOLOGICAL SKILLS

Adobe Creative Suite (Photoshop, Illustrator, Lightroom, InDesign, After Effects, XD, Premiere Pro) • Figma • CorelDraw • Canva • Capcut • HTML/CSS Basics

AREAS OF EXPERTISE

Visual Identity Design • Brand Identity • Typography • Motion Graphics • Marketing Designs • Video Editing • Print and Layout Design • Colour Theory • Image Editing and Retouching • User interface (UI) design • Design thinking • Collaboration • Time Management • Design System

VOLUNTEER WORK

Media Coordinator | St. David's Anglican Church, Ijokodo, Ibadan (April 2019 - Present)

Graphics Designer & Photographer | Ibadan Anglican Diocese Youth Department (2018 - Present)

Graphics Design Trainer | Project "Beyond these walls (BTW)" (2018 - 2020)

Graphics Designer | Beyond FUTA 3.0 (2019)