

Dauda Yusuf Mayowa

Graphic Designer | Brand Identity & Visual Communication

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PROFILE SUMMARY

Creative and detail-oriented graphic designer with 4+ years of experience specializing in brand identity design, visual storytelling, and corporate communication. Proven ability to translate business goals into compelling visual solutions across print and digital platforms. Currently designing for a recruitment firm in the UK while delivering freelance work for brands across lifestyle, tech, and corporate sectors.

SKILLS

- Brand Identity Design
 - Logo Design
 - Corporate Stationery
 - Adobe Illustrator / Photoshop
 - WordPress (Elementor)
 - Social Media Design
 - Typography & Layout
 - Presentation Design
 - Visual Strategy
 - Figma / Canva
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PROFESSIONAL EXPERIENCE

Graphic Designer

Iconic Resourcing (Remote – Scotland, UK) | Feb 2025 – Present

- Design marketing materials including brochures, presentations, and social assets
- Collaborate with the marketing team to maintain a consistent visual brand
- Deliver creative assets under tight deadlines in a fast-paced environment

Freelance Brand Identity Designer

Self-employed | 2021 – Present

- Created brand identity systems for over 15 businesses across home décor, tech, and FMCG
 - Designed corporate stationery and social media templates for Fad Global Resources Ltd
 - Developed full brand identity for Mustard.ng, used across their social media and app
 - Ongoing branding and content design for Reedah's Pot, a food and catering business
 - Built and launched full identity + packaging design for La Veva, a luxury home fragrance brand
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EDUCATION

B.Sc. (Ed) in Economics Education

Adekunle Ajasin University, Akungba-Akoko | Graduated 2024

- Second Class
 - Final Project: *"The Role of Entrepreneurship Education in Fostering Self-Employment Opportunities for Graduates..."*
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CERTIFICATIONS & COURSES

- **Website Design & Development (WordPress + Elementor)** – In progress
 - Custom Email, Domain Hosting, Plugin Installation, Wireframing, and Responsive Design
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PROJECTS & PORTFOLIO

- Behance Portfolio: <https://www.behance.net/mayowayusuf>
- LinkedIn: www.linkedin.com/in/dauda-yusuf-mayowa
- Instagram: <https://www.instagram.com/maxxivdigitals/>