

ISRAEL 'TOBI TOMOLOJU

Visual Designer | Brand Identity | Motion Design

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CAREER PROFILE

Creative and results-driven Visual Designer with over 9 years of experience crafting compelling brand identities, motion graphics, and marketing designs. I combine strategic thinking with a passion for storytelling to create visuals that connect with audiences across industries. Proficient in remote collaboration, self-driven project management, and cross-cultural teamwork.

Currently seeking a full-time remote opportunity to contribute to innovative brands worldwide.

WORK EXPERIENCE

Design Things Studio

Founder & Creative Lead (Full Time), Aug. 2021 - Present

Built and led a creative agency focused on delivering bold brand and motion design solutions to clients across industries and borders.

- Directed 20+ client projects end-to-end, ensuring brand consistency and timely delivery while maintaining a high standard of creativity.
- Managed and mentored a distributed team of designers, improving workflow efficiency and client satisfaction.
- Scaled studio offerings by implementing strategic brand growth plans for startups and SMEs across Nigeria, the UK, and the US.

Mercurie

Brand & Motion Designer (Contract), Nov. 2023 - Dec. 2024

Created brand-aligned marketing and motion content to support digital product campaigns and user engagement strategies.

- Designed motion-led content for product launches and social media, increasing brand reach and conversion.
- Delivered branded assets across marketing funnels, reinforcing consistency in visual communication.
- Collaborated with cross-functional teams to strategize design output that enhanced product storytelling and market visibility.

Crayon Development

Brand Strategist & Designer (Contract), June 2021 - June 2023

Led brand identity strategy & development for the real estate company from concept to full execution.

- Built the complete brand identity system including logo, tone, and corporate communications for internal and external touchpoints.
- Designed scalable promotional materials used across events, social campaigns, and donor communications.
- Ensured long-term brand consistency and growth, contributing to increased community engagement and external partnerships.

Cornelli & Mosh Consults

Lead Brand Designer (Full Time & Contract), July 2019 - March 2023

Directed design for branding, motion, and communication projects serving African SMEs and consulting firms.

- Delivered bespoke brand identities, including logo systems, print collaterals, and packaging across multiple sectors.
- Produced compelling motion videos and explainer animations used in digital advertising and brand storytelling.
- Led pitch-deck and investor presentation designs that helped clients secure partnerships and funding.

Hive Africa

Graphic Designer (Contract), Oct. 2019 - June 2022

Provided design solutions for event branding, content, and community engagement at a pan-African leadership initiative.

- Developed branded documents and assets for summits, proposals, and donor engagements.
- Designed custom event merchandise and promotional materials used across digital and print channels.
- Improved brand presentation across regional activations with consistent, audience-focused design execution.

Codekago Interactive

Graphic Designer Associate (Internship), Jan. 2019 - June 2019

Supported digital and print branding projects while learning foundational design skills in a fast-paced creative environment.

- Assisted in creating layouts, pitch decks, and marketing designs for internal and client projects.
- Participated in team brainstorming, gaining exposure to strategic brand thinking and execution.

- Collaborated across departments on live briefs, refining understanding of creative process and delivery.

Cre8tive-M Visual Agency

Graphic Designer (Freelance), Oct. 2019 - Jan. 2019

Worked independently with SMEs and startups to create impactful visual solutions.

- Designed flyers, motion banners, and presentation decks for diverse businesses.
- Researched and implemented design trends to ensure relevance and longevity in deliverables.
- Produced social media assets and print-ready materials tailored to each brand's voice.

EDUCATION

Tekedia Institute | [United State](#), Feb. 2023 - May 2023

Mini-MBA, Business Administration Management, General

Ondo State University of Science & Technology | [Okitipupa](#), 2013 - 2018

B.Tech, Applied Mathematics

TECHNICAL SKILLS

- Design Tools
- Motion Design
- Branding
- Presentation Design
- Print & Layout Design
- Digital Assets & File Preparation

PROFESSIONAL SKILLS

- Creative Direction
- Project Management
- Client Management
- Strategic Thinking
- Problem Solving
- Research & Trends

VOLUNTEER EXPERIENCE

- **God's Love Tabernacle Int'l Church, Ibadan** | [Media & Technical Lead Assist](#), 2023 - Present
- **Azari Women in Tech Africa** | [Instructional Facilitator](#), June 2018

RECOMMENDATIONS

I've had the pleasure of working with Israel, who has been our church graphic designer since 2021, and I can confidently say he's quite a creative and easygoing professional. Israel brings ideas to life with excellence, and what makes him stand out is his patience and willingness to listen. He takes suggestions on board and never hesitates to tweak a project—no matter how many times it takes—to ensure it's just right.

I've recommended Israel to a few of my contacts, and they've echoed the same feedback: working with him is a delight. He's reliable, open-minded, and constantly looking for ways to grow and improve his craft.

If you're looking for a creative who's not only talented but also a joy to work with, I highly recommend Israel.

- [Tuny Oyegunle](#), Legal Counsel & Pastor, Petrahouse Andover, UK.

Working with Tobi has been an absolute pleasure. As our go-to freelance graphic designer at Designed Spaces by Yemi, he consistently delivers creative, high-quality designs that capture our brand essence perfectly. His professionalism, attention to detail, and ability to translate ideas into compelling visuals have made him an invaluable part of our extended team. I highly recommend him to anyone looking for a talented and reliable designer. He never disappoints and always thinks out of the BOX.

- [Omoyemi Olayiwola](#), Architect, Design Spaces By Yemi.