

AKINTOMIWA OJEDELE

Brand Designer & Creative Lead

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Open to remote-first, full-time and contract opportunities globally | UTC+1

PROFESSIONAL SUMMARY

Brand Designer and Creative Lead with 10+ years of experience across identities, campaigns and live experiences. Built Coast's current identity and guide its social and campaign direction. Currently Design Lead at Jobberman Nigeria, working across creative direction, team leadership, event branding and production. Earlier work includes Faramove's logo and early visual identity, BetrWorkr's visual direction, and communications at The New Church.

PROFESSIONAL EXPERIENCE

Design Lead | Jobberman Nigeria

May 2025 - Present | Lagos, Nigeria · Hybrid

- Lead a creative team of four designers and one videographer, working across campaigns, brand communication and events.
- 25+ events branded across multiple cities in Nigeria, with design execution shared across the team.
- Developed the Mainland and Island creative direction for Lagos Career Fair, extending the concept into event zones, environmental graphics and wayfinding.
- Proposed the Partners' Convening Story Room and oversee event production, vendor coordination and design quality in collaboration with internal teams.

[Explore creative leadership & event work](#)

Creative Designer | Faramove

2021 - 2025 | Lagos, Nigeria

- Designed the logo and early visual identity, using opposing arrows to represent movement between two points in either direction.
- Created social media design and campaign applications within the blue-and-green visual system.

[Explore Faramove Brand Identity](#)

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Brand identity. Creative direction. Design leadership.

SELECTED PROJECTS & COMMUNICATIONS LEADERSHIP

Coast | Creative Lead · Brand identity, social & campaigns

Involved with Coast from the beginning. Created multiple logo iterations, including the current mark, and built the current visual identity for cryptocurrency exchange, trading, gift cards and digital financial services.

[View Coast portfolio](#)

BetrWorkr | Visual direction & brand architecture

Shaped the full visual direction and sub-brand architecture, including Kaizen, for a recruitment platform focused on tech and fintech. Built a connected identity across digital and physical applications.

[View BetrWorkr portfolio](#)

The New Church | Head of Communications

Led high-concept visual storytelling for campaigns including 'The Honor Code' and 'When Your Time Comes', combining photo manipulation, expressive typography and symbolic imagery.

[View The New Church portfolio](#)

CORE SKILLS & TOOLS

Brand & campaigns: Brand identity systems, Brand architecture, Brand guidelines, Art direction, Visual storytelling, Integrated campaigns, Social media design

Leadership: Creative direction, Team management, Creative briefing, Stakeholder communication, Content strategy

Live experiences: Event branding, Event production oversight, Livestreaming, Videography, Sound & lighting coordination, Stage setup

Tools: Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Figma, Affinity, CorelDRAW

EDUCATION

B.Sc. Management & Accounting

Obafemi Awolowo University, Ile-Ife, Nigeria | 2014 - 2018

INTERESTS

Travel, visual storytelling and conversations about the craft and business of design.

[Explore the full portfolio and current CV](#)