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## PROFESSIONAL SUMMARY

Brand and creative designer with 14+ years building visual identity systems, garment lines, and production-ready art direction — currently Senior Brand Designer at Severe Nature, including the Severe Nature x Hennessy collaboration, alongside Afolabi Design Co, the thinking-led studio practice he founded. Brings a track record of measurable brand impact, including double-digit conversion lifts, plus an additional 5+ years in client-facing, technical support, and operations roles.

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## CORE SKILLS

Brand Identity & Systems · Art Direction · Typography · Layout & Colour Theory · Apparel & Garment Development · Technical Packs · Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Premiere) · Figma · Webflow · HTML/CSS · Client Relationship Management · Cross-functional Communication

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## EXPERIENCE

**Senior Brand Designer** — Severe Nature 2021 – Present

- Lead brand identity, apparel/merch, and packaging design for an apparel and lifestyle brand.
- Designed brand identity elements, apparel/merch graphics, and packaging for the Severe Nature x Hennessy collaboration.

**Founder & Creative Director** — Afolabi Design Co, Mississauga, ON 2010 – Present

- Operate a thinking-led studio practice delivering branding, visual systems, and merchandise design, following a Source → Extraction → Abstraction → System → Application methodology.
- Led the Barberhood World Cup Capsule: six heritage jerseys developed end-to-end with manufacturer-ready tech packs, concept decks, and moodboards.
- Built brand identity systems for Pink Baby and Africclaim, driving a 40% and 25% conversion lift respectively.
- Delivered logo and identity work for Wahice and Weyl Construction, and provided art direction for Travis Scott concert visuals in collaboration with Grey93.

**Freelance Graphic Designer** — Self-Employed, Mississauga, ON 2022 – Present

- Partner directly with clients on brand identity and digital design using Adobe Creative Suite and Figma, hitting on-time delivery on 95% of projects.
- Iterate designs against client feedback, improving client satisfaction 20%.

**Graphic Design Intern** — Digital Jewels Ltd, Lagos, Nigeria Jun – Aug 2015

- Designed newsletter layouts, letterhead, and presentation templates adopted company-wide.

**Graphic Design Intern** — Pulsar Advert, Lagos, Nigeria Jun – Aug 2011

- Produced infographics, brand assets, and campaign visuals for clients including Shell Nigeria and Coca-Cola.

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## ADDITIONAL — CLIENT SERVICE & OPERATIONS

**Sales Associate, Winners (TJX Canada)** Mississauga, ON · Jun 2024 – Present · Highest customer engagement rating on annual review

**Operations Specialist, StockX** Mississauga, ON (in-person) · 2023 – Jul 2025

**Customer Experience Associate, Switch Health** Resolved 90% of issues on first call, +25% satisfaction · 2021 – 2022

**Customer Service Representative, S&P Data** 2019

**Customer Care Representative, Rogers Communications** 2018

**Customer Care Representative, Cogeco** 2018

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## EDUCATION

**Graphic Design Advanced Diploma** Mohawk College, Hamilton, ON · Dec 2019

**General Arts & Science Certificate** Mohawk College, Hamilton, ON · 2022