

SEGUN AINA

PROFESSIONAL SUMMARY

A designer & motion graphic artist with over a decade of experience, bringing a wealth of design expertise & a history of innovative branding solutions that resonate with diverse audiences. My superpower is getting things done.

Experience working with top brands like Payoneer, Embraer, Mars, Adobe, AkzoNobel, Jumia, & Flirt Vodka, as well as national government agencies, creating compelling campaigns, from ideation to final delivery.

Seeking to work in a fast-paced & collaborative environment to contribute towards engaging creatives that will increase the company's revenue.

CONTACT

Portfolio: www.osegun.com

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WORK EXPERIENCE

Digital Communications Support Officer October 2024 - Present

NHS - Hywel Dda University Health Board

- Designed, coded and implemented the first version of an internal equipment inventory and booking app.
- Design of media and videos to support press releases and official communications following board meetings.
- Writing press releases for issue to the public.
- Helped design digital screens and information leaflets for the communication of major changes in service, also involved in scribing feedback sessions at public engagement event.
- Data analytics and reporting of metrics for forward thinking, planning and team resilience.
- Writing and reviewing web and intranet content to align with organisation's accessibility standards.
- Digital accessibility audits of CMS backend, to ensure compliance with legal requirements.

Consultant Motion & Graphic Designer 2023 - 2024

Freelance

- Designed & animated assets & title sequences for TV shows which have aired on Amazon Prime, YouTube & Netflix.
- Designed & animated TV adverts for Big Brother Nigeria which has enabled it to become the biggest reality show in Africa with an estimated audience reach of over 23 million people.
- Designed social media graphics & motion graphic videos for a vodka brand that grew its social presence from 400 to 7000+ followers.
- Wrote & animated an explainer video to help a Business to Government client, Tono Digital, launch their new proprietary product across four countries.

Consultant Motion & Graphic Designer 2022 - 2023

Larsen Walsh / Gravity Global (via acquisition)

Gravity Global is the world's most awarded marketing consultancy agency.

- Worked as a designer & animator, creating high-impact TV adverts, outdoor creatives, social media & web graphics on a global brand refresh & marketing campaign for a market leader in fin-tech, Payoneer, that supported revenue growth by 32% Year on Year.
- Contributed to creative sprints with the production team to develop strategic ideas & concepts for projects & pitches to win seven new client accounts.
- Designed & implemented cutting-edge responsive web & mobile layouts, user experiences, interfaces, & animations to create dynamic & engaging content for the Taxbit brand refresh.
- Managed multiple projects independently, from concept to completion, consistently meeting deadlines without sacrificing quality, & collaborated with cross-disciplinary teams to brainstorm ideas & deliver projects that won 100+ international marketing awards such as the CIM Marketing Excellence Awards, The AVA Digital Awards etc.

Lead Motion & Graphic Designer 2015 - 2022

Meridiem Mundi Atelier

I founded & ran a production studio mermun.com

- Created marketing videos & key art over four years for Jumia, deployed across Africa for marketing campaigns that helped Jumia sell millions of dollars of general merchandise & fashion items each year, ultimately leading to a listing on the NYSE.
- Worked with the Office of the President of Nigeria & the Federal Ministry of Finance to create a strategic educational video to communicate a tax policy change to businesses & self-employed persons in Nigeria.
- Helped a client in the healthcare sector, LifeBank design architectural visualisations that helped illustrate their expansion plans to Venture capitalists & helped to raise over five million dollars.
- Managed vendors on behalf of clients, & organised meetings & events. conflict resolution & customer service & grew the agency from zero to over \$100,000 in revenue over four years.

Graphic & Motion Designer

2012- 2015

Jumia (NYSE: JMIA)

Jumia is an NYSE-listed marketplace, logistics service & payment service company.

- Initiated & drove the launch of a content creation department, which eventually became part of the marketing & partnerships department, generating \$3.5m for the company in 2021.
- Crafted banners & graphics that contributed to significant growth in onsite metrics from less than 200 visits & conversions per day to over 100,000 visits daily & millions of dollars in revenue per annum.
- Used video editing, motion graphics, & photo retouching, for social media & web banner creation to achieve the company's first 2m followers across social media channels.
- Art directed, wrote the copy for & designed billboards & banners for print, digital, web & display ads on international campaigns & events to enable Jumia progress from an unknown brand to a household name across Africa.
- Studied data trends, identified patterns, & developed best practices, including A/B testing & competitive benchmarking for use across seven countries.

SKILLS

MOTION DESIGN

User Interface Design / User Interface Animation / Photoshop / Illustrator / Figma / After Effects / Premier Pro / Cinema 4D / Motion Graphics / Visual Design / Brand Design / Storyboarding / Style framing / Scriptwriting / Lottie / Rive/ Redshift / 2D / 3D/ Lighting / Modelling / Compositing / Prototyping / Research / Explainer videos / TV Adverts / YouTube / Reels

DESIGN

Branding / InDesign / Figma / Lottie / Logos / HTML / CSS / WordPress/ Content Creation / Typography / User Experience/ Print Design / Social Media Design / Campaign Design / Art Direction / Advertising / A/B Testing / Graphic Design

BUSINESS

Event Planning / Project Management / Collaboration / Copywriting / Social Media / Digital Marketing / Communication / Teamwork / Asana

EDUCATION

Master of Business Administration - Marketing

2022

University of Lagos
Nigeria

With Modules in

- | | |
|--|-------------------------|
| - Marketing | - Accounting |
| - Strategic Management & Business Policy | - Consumer Behaviour |
| - Finance | - Operations Management |
| - Human Resource Management | - Management |
| - Business Law | - Production Management |
| - Economics | - Research Methods |

Bachelor of Science in Biochemistry

2010

University of Agriculture
Abeokuta, Nigeria

CERTIFICATES

Build Wireframes & Low-Fidelity Prototypes

2024

Google/Coursera

UX Design Process: Empathize, Define, & Ideate

2024

Google/Coursera

Foundations of User Experience (UX) Design

2023

Google/Coursera

Business Analytics: Decision Making Using Data

2020

Cambridge Judge Business School University of Cambridge

Android Development for Beginners

2017

Google/Udacity/Andela

REFERENCES

Available on request.