

ADESoye MATHEW O.

SENIOR BRAND DESIGNER | GRAPHIC DESIGNER | VISUAL COMMUNICATION SPECIALIST

Nigeria | +234 (0) 813 492 1835 | Adesoyemathew@gmail.com | dalvictech.com.ng/adesoyemathew

EXECUTIVE PROFILE

Senior brand designer and visual communication specialist with 10+ years of experience delivering brand identity systems, corporate communications, marketing campaigns and production-ready assets for real estate, architecture, education, technology, professional-services and SME clients. Combines brand strategy, typography, layout and print-production knowledge to translate business goals into clear, consistent visual experiences. Experienced in creative direction, remote stakeholder collaboration and end-to-end delivery from concept development through pre-press and final digital handoff.

PROFESSIONAL HIGHLIGHTS

- Built more than a decade of cross-sector design experience spanning brand identity, marketing design, corporate communications and print production.
- Supported international remote engagements for property and architectural organisations in the United Kingdom and Seychelles.
- Led creative direction and quality control for branding and marketing-design projects delivered through Dalvic Technology.
- Combined commercial design practice with graphic-design instruction, translating professional workflows into practical learning experiences.

CORE COMPETENCIES

Brand Strategy: creative discovery, visual positioning, concept development, identity application and brand consistency.

Brand Identity: logo design, visual identity, corporate branding, brand guidelines and business collateral.

Graphic & Editorial Design: typography, layout design, editorial design, presentation design and visual communication.

Marketing & Digital Design: campaign visuals, social media design, digital advertising and branded content.

Print Production: brochures, flyers, banners, stationery, marketing collateral, packaging concepts and pre-press.

Creative Direction: art direction, stakeholder collaboration, design review, creative problem-solving and quality control.

PROFESSIONAL EXPERIENCE

Career history includes concurrent remote, freelance and creative-leadership engagements, identified below.

SEMPER HOMES AND PROPERTY | London, UK | Oct 2023 - Present

Brand Designer / Graphic Designer | Remote Engagement

- Develop brand-led campaign visuals, social media assets, sales collateral and presentation materials that translate property information into clear client communications.
- Strengthen visual consistency across digital and print touchpoints through disciplined use of typography, colour, imagery and layout.
- Collaborate remotely with stakeholders to interpret briefs, refine creative directions and prepare approved artwork for online and commercial-print use.

FREELANCE - FIVERR & UPWORK | Jan 2022 - Present

Brand Designer / Graphic Designer | Freelance / Project-based

- Create logos, visual identity systems, business stationery, brochures, flyers, social media content and presentation materials for entrepreneurs and SMEs.
- Guide clients from briefing and concept development through revisions and final handover, aligning visual solutions with audience and business goals.
- Build reusable brand applications and prepare digital-ready and print-ready assets using Adobe Creative Cloud, CorelDRAW and Figma.

INSIGHTS AND VIGNETTES LTD | Lagos, Nigeria | Mar 2021 - Present

Graphic Designer | Remote Engagement

- Design campaign graphics, branded communications and marketing collateral for company and client-facing use across social media, presentations and print.
- Transform written briefs into structured visual narratives using purposeful hierarchy, typography, imagery and composition.
- Maintain brand consistency across recurring materials while coordinating feedback, revisions and final artwork delivery remotely.

APEX INTEGRATED ARCHITECTS | Seychelles | Sep 2020 - Present

Graphic Designer | *Remote Engagement*

- Produce brochures, promotional graphics, presentation materials, social content and corporate communications that clarify architectural services and project value.
- Develop polished layouts and branded visual systems for client communication, presentations and digital promotion.
- Apply consistent identity standards and prepare high-resolution artwork for digital presentation and print production in collaboration with remote stakeholders.

DALVIC TECHNOLOGY | Nigeria | Jul 2018 - Present

Principal Director / Creative Lead | *Creative Leadership*

- Direct branding, visual identity and marketing-design projects for business and SME clients, translating objectives into focused creative strategies.
- Lead concept development for logos, identity systems, campaign materials, corporate collateral and digital graphics, defining tone, colour, typography and composition.
- Oversee design quality from briefing and creative exploration through client review, artwork preparation and final delivery.
- Present creative rationale and guide stakeholder feedback while balancing brand consistency, communication clarity and production requirements.

TEDPRIME LTD | Abeokuta, Nigeria | Jun 2018 - Present

Graphic Design Tutor / Designer | *Remote Engagement*

- Deliver practical instruction in composition, colour, typography, layout and production workflow, connecting design theory with professional application.
- Develop instructional resources and promotional materials that communicate design concepts through clear, accessible visual structures.
- Evaluate learner work, provide constructive creative feedback and produce branded graphics for digital and print communication.

LYTIC AI | Lagos, Nigeria | Jul 2014 - Present

Graphic Designer | *Remote Engagement*

- Create brand communications, campaign graphics, presentation assets and digital materials for a technology-focused organisation.
- Convert technical and business information into clear, audience-appropriate visual content across communication channels.
- Maintain cohesive identity application and collaborate remotely on briefs, revisions and final artwork prepared for intended platforms.

TECHNICAL SKILLS

Adobe Creative Cloud: Adobe Photoshop, Adobe Illustrator and Adobe InDesign.

Design Tools: CorelDRAW and Figma.

EDUCATION

Federal University of Agriculture, Abeokuta, Nigeria

M.Sc. Software Engineering - In Progress

Federal University of Agriculture, Abeokuta, Nigeria

B.Sc. Computer Science

IB Computer Institute, Epe, Lagos

Diploma in Computer Engineering

PORTFOLIO & CONTACT

Portfolio Website: dalvictch.com.ng/adesoyemathew

Email: Adesoyemathew@gmail.com

Phone: +234 (0) 813 492 1835