

GBAYESOLA BUSAYO VICTOR

Design Associate | Visual & Brand Designer

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Portfolio: behance.net/gbayesolavictor | LinkedIn: linkedin.com/in/busayo-gbayesola

PROFILE

Visual designer with hands-on experience producing brand-consistent design across digital, print, and product touchpoints — including social graphics, marketing collateral, presentations, and web/mobile UI. Comfortable translating brand strategy into clean, high-impact visuals under fast timelines, and used to working cross-functionally with marketing, product, and internal teams. Strong foundation in layout, typography, and visual storytelling, backed by a UX/product design background and a portfolio spanning branding, fintech, e-commerce, and social campaigns.

CORE SKILLS

- Design tools: Figma, Adobe Illustrator, Adobe Photoshop, Adobe InDesign
- Visual design: layout & composition, typography, color systems, brand consistency, icon & illustration libraries
- Deliverables: social media graphics, digital ads, presentation decks, email templates, landing pages, print collateral
- Product & UX: wireframing, prototyping, design systems, mobile & web UI (no coding required)
- Ways of working: cross-functional collaboration, fast iteration on feedback, brand guideline adherence, stakeholder presentations

PROFESSIONAL EXPERIENCE

Lead Designer (Volunteer) / <i>Heart2Hand Initiative</i> <i>Youth-focused NGO</i>	2024 - Present
• Design brand and campaign visuals — social media graphics, flyers, and outreach materials — for youth-focused programmes and initiatives. • Maintain visual consistency across the organisation's communications, applying a single brand identity across digital and print channels. • Collaborate with programme and communications leads to translate campaign goals into clear, engaging visuals on tight turnarounds.	
UX Design Intern / <i>Trueminds Innovations Ltd</i>	Jan 2026 - Apr 2026
• Designed end-to-end UI for Chuks Kitchen, a food-ordering app, and a Learning Management System (LMS) for secondary school students — covering flows, UI screens, and component libraries in Figma. • Produced supporting visual assets (mockups, prototypes, and presentation decks) used to align stakeholders on product direction. • Iterated designs quickly based on team and stakeholder feedback across multiple review cycles.	
Corps Member / <i>Centre for Management Development (CMD) — NYSC</i>	
• Supported internal documentation and reporting needs, including formatting and visual presentation of reports and templates. • Contributed design input for internal communication materials.	

SELECTED DESIGN PROJECTS

- Full case studies and visuals: behance.net/gbayesolavictor*
- Finerva — Visual and UI design for a fintech web application, focused on clean layout, data-friendly typography, and a trustworthy brand feel.
 - E-commerce Store Design — End-to-end visual design for an online storefront, including product pages, landing page, and promotional graphics.
 - NatureEdge — Brand identity design for an organic oil brand, including logo, color palette, and packaging-ready visuals.
 - ÀSÀO — Visual design system (700+ design tokens) and mascot/illustration design for a Nigerian-language learning app.
 - Social Media Design Campaigns — Multi-post graphic sets for brand and product storytelling across platforms.
 - CHUKSTaurant, PalDoc & Mekanik — Visual design and UI case studies across food delivery, health-tech, and auto-service brands.

EDUCATION

Postgraduate Studies (Ongoing) / *University of Ibadan Business School*

BSc, Economics and Development Studies — Second Class Upper / *Federal University Oye-Ekiti (FUOYE)*

CERTIFICATIONS

- Certified Data Protection Officer (CDPO)