

# ALAFIA ADELEKE

## GRAPHIC DESIGNER

ALAFIADELEKE@GMAIL.COM

ALAFIADELEKE.WIXSITE.COM/WEBSITE

### SKILLS

Print & digital design (6 yrs)	Adobe Illustrator (6 yrs)	Adobe InDesign (6 yrs)
Adobe Photoshop (6 yrs)	CMS platforms (5 yrs)	Figma (1 yr)
Cross-functional work (6 yrs)	Project management (4 yrs)	Brand identity (5 yrs)

### HI, IT'S NICE TO MEET YOU!

I'm Alafia! I'm a passionate graphic designer with experience in digital and print media. I pride myself in creating in high-quality work that resonates with a wide range of people. I thrive in collaborative environments and love bringing brands to life through intentional design. I'm excited about the opportunity to contribute my skills to your team.

### EXPERIENCE

#### Mud Pie

Graphic Designer | December 2022 - January 2025

- Designed 200+ digital and print assets for B2B and B2C marketing campaigns.
- Developed innovative marketing materials, enhancing brand storytelling and sales engagement.
- Led the creation of email campaigns, showroom signage, and digital assets, contributing to a 19% increase in B2C sales.
- Ensured brand consistency across platforms while optimizing designs for performance.

#### Steady Platform

Junior Graphic Designer | April 2021 - June 2022

- Designed 150+ digital ads, social media posts, and graphics to drive membership growth.
- Collaborated with marketing and product teams to develop strategic campaigns within tight deadlines.
- Established brand guidelines to maintain consistency across digital assets.

#### Chaille Visuals

Contractor | June 2020 - April 2021

- Designed logos, social media posts, and marketing materials for small businesses.
- Managed website updates and digital content for clients to enhance brand visibility.
- Planned monthly digital content strategies for two clients to increase engagement.

### EDUCATION

University of Georgia

Bachelor of Art in Journalism, Public Relations, Cum Laude

Athens, GA

May 2020