



dideoluwa  
ololade



brand &  
experience  
designer

PORTFOLIO

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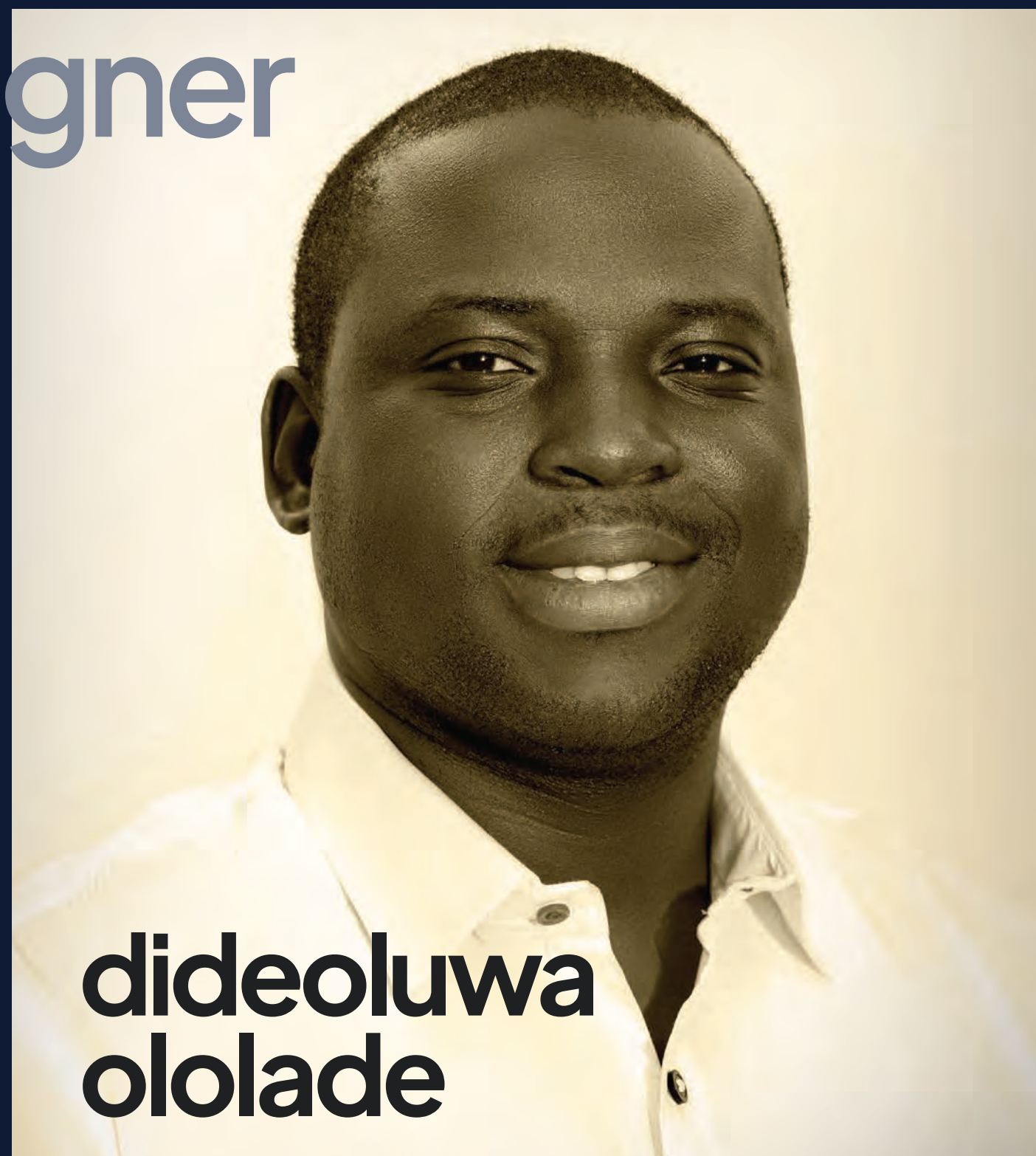
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brand &  
experience  
designer



**dideoluwa  
ololade**

# designing experiences, shaping brands

I work with businesses to turn their ideas into great designs. By getting to know each client's vision, I create beautiful and genuine designs that connect with their audience, making sure every design tells a story.

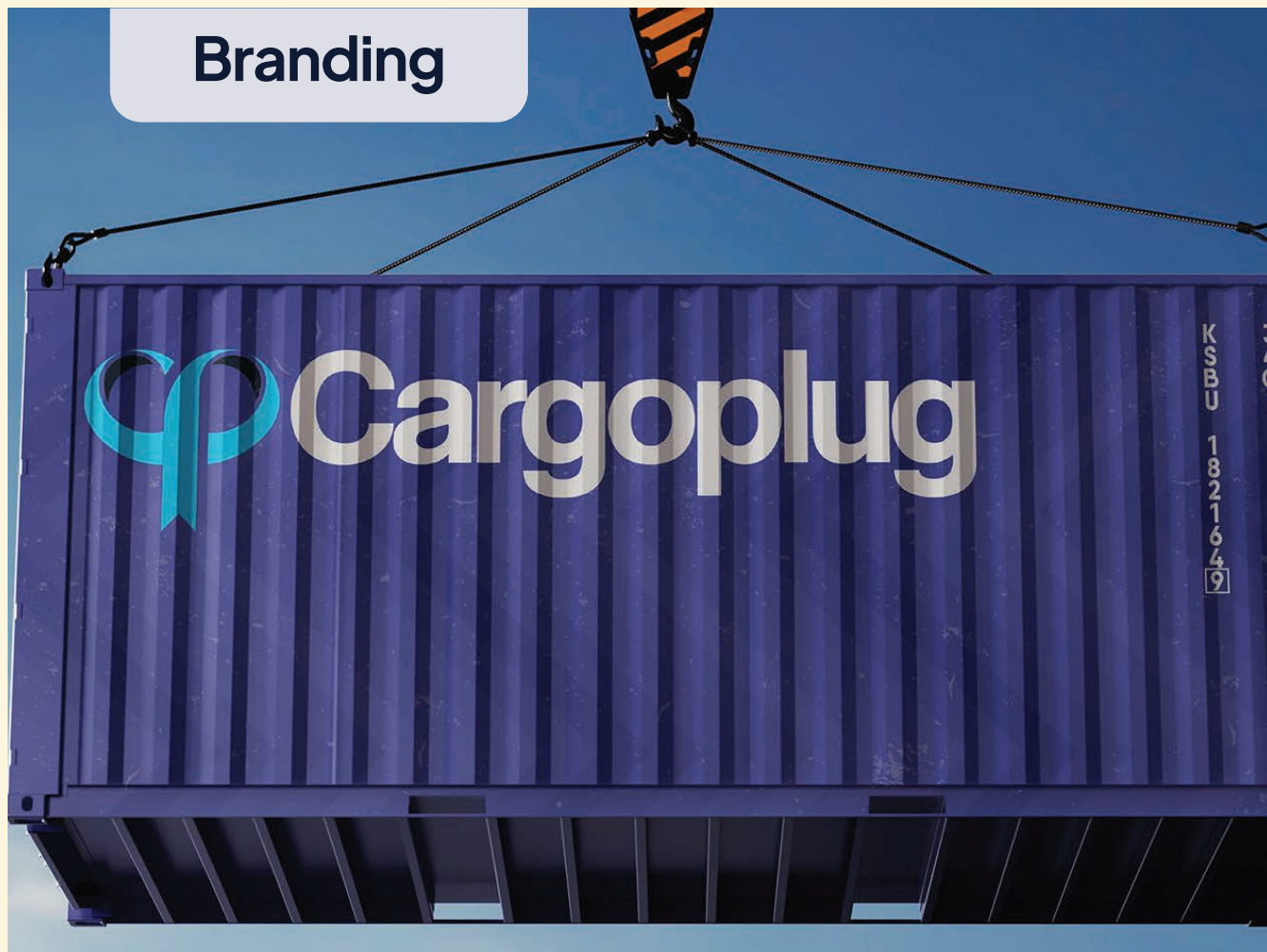
Proficient in: Brand Strategy, Brand Design, Graphic Design, Adobe Creative Suite, Figma, WordPress(No Code Front End Development), UI/UX Design, Photography, Art Direction, Motion Graphics, Videography



Branding



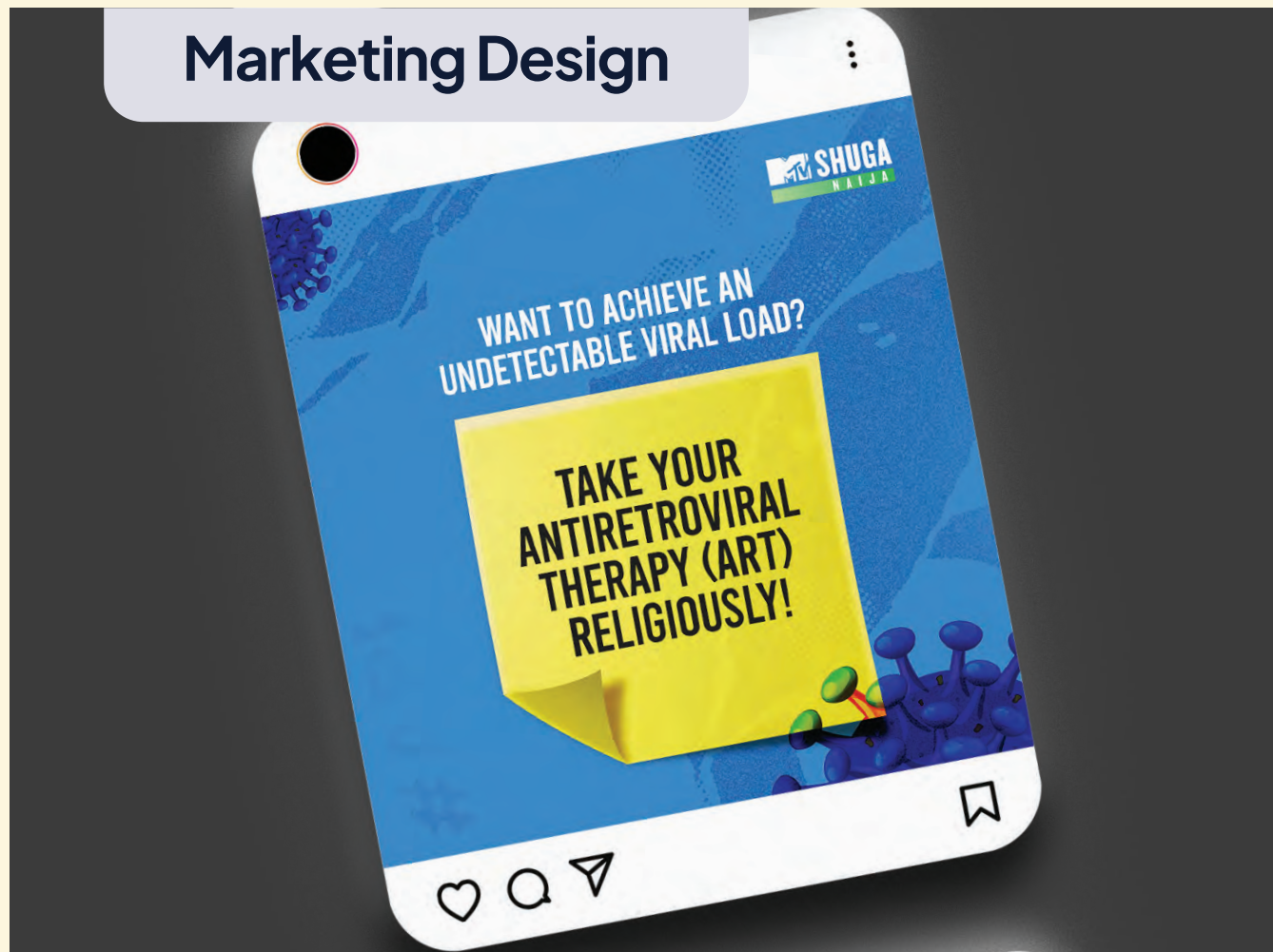
Branding



Marketing Design



Marketing Design



Marketing Design



Marketing Design

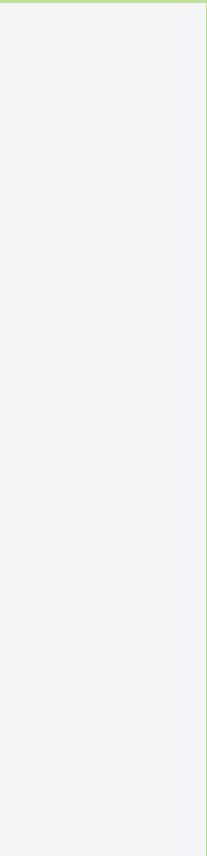
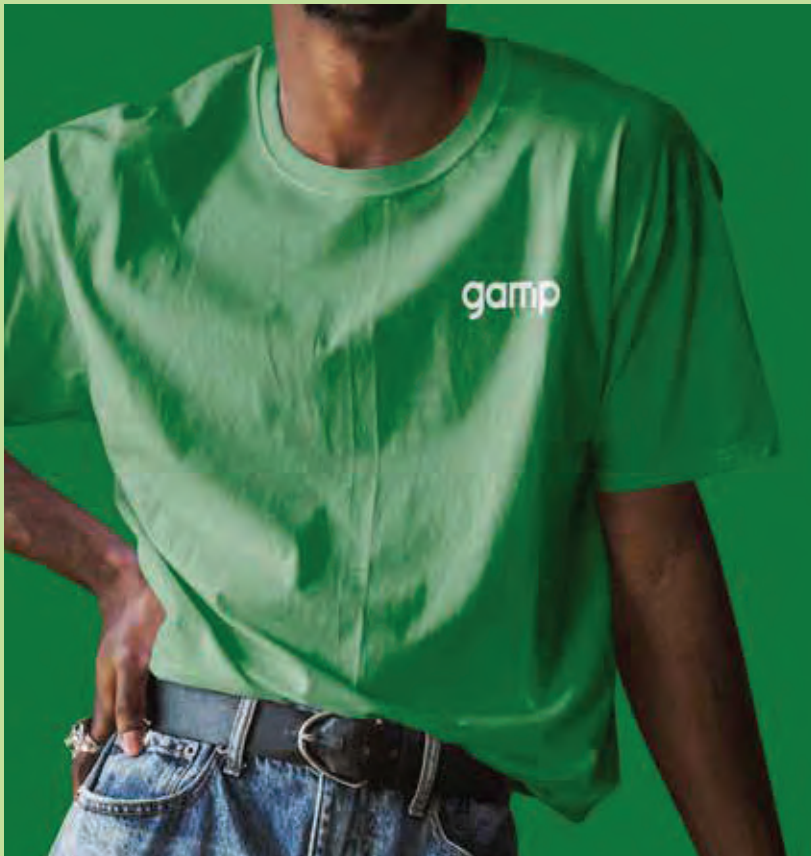




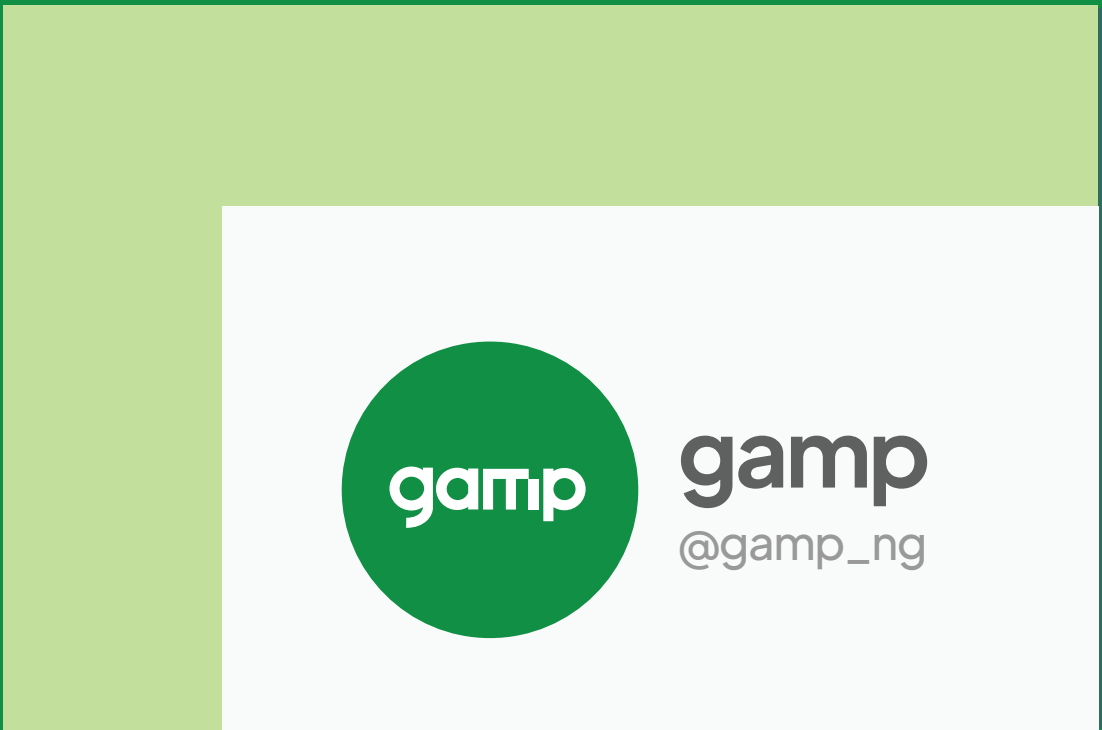
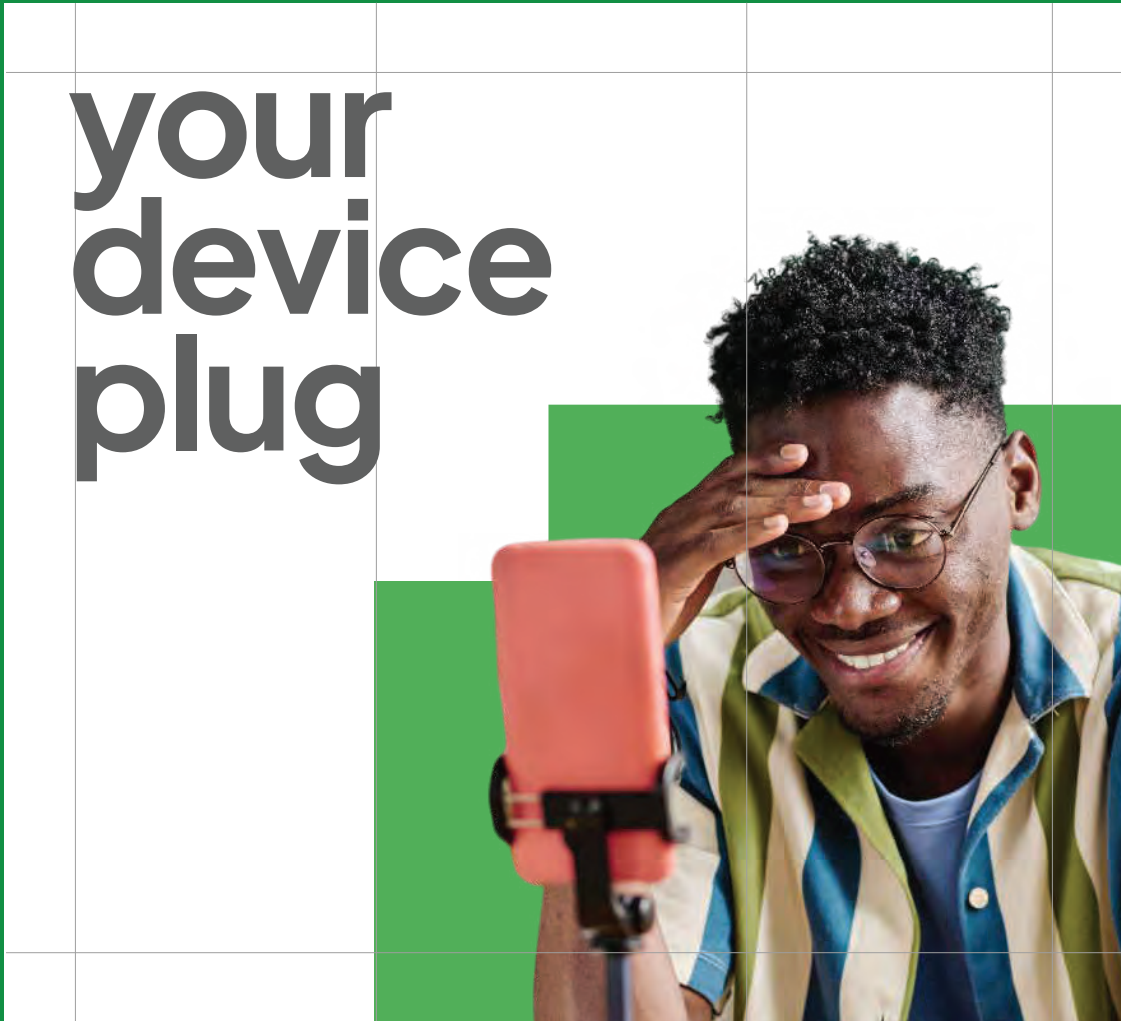
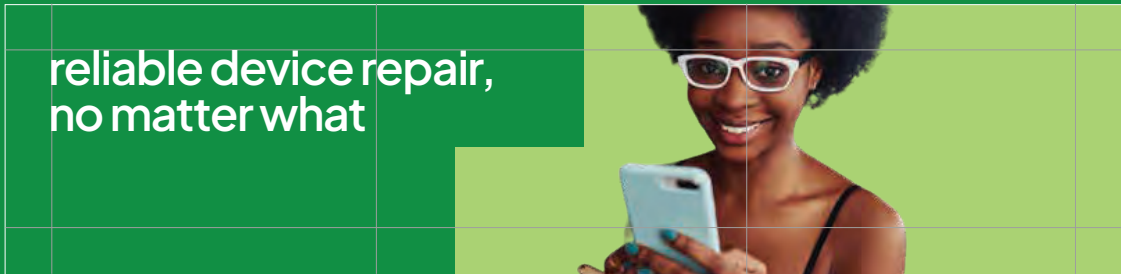
gamp

Website: [getgamp.com](https://getgamp.com)  
Project Lead: Tobi "Bez" Adesina  
UI/UX Design: Ayodeji Balogun  
Brand Design: Dideoluwa Ololade  
Content: Lola Ariyo  
Voice Over: Olabisi Abodunrin  
Motion Design: Dami Bello  
Marketing: The Ashtag Team  
Agency: toby&tye

Gamp, a device repair and insurance company, needed a complete brand overhaul. Their existing branding, including a generic device icon logo, wasn't memorable and didn't communicate the company's focus on customer service or its role in helping people protect their valuable devices and the memories they hold. The challenge was to create a new brand identity that would resonate with their target audience, clearly articulate their services, and establish gamp as a leader in the device repair and protection market. Ultimately, the goal was to transform gamp from an unknown player into a trusted and recognizable brand that customers would turn to for their tech needs.



















gamp

Your  
gadget  
plug

gamp

gamp

Never  
a break

gamp



Watch Brand Film here





# Cargoplug

Brand Design: Dideoluwa Ololade

Strategy: Jay Suleiman

Motion Design: Dami Bello

Agency: TMRWLabs

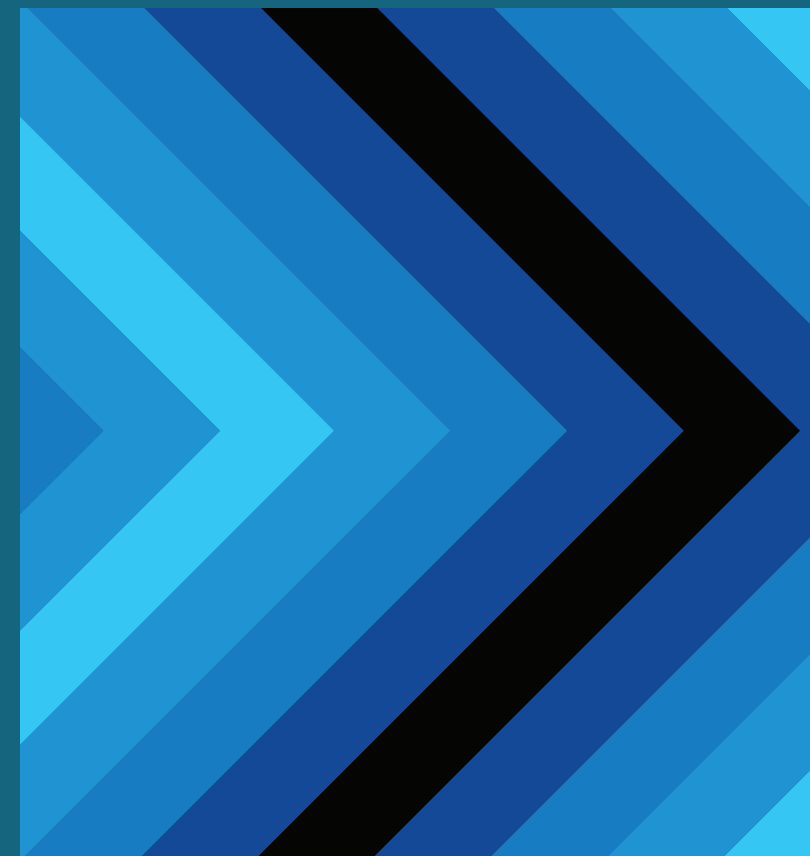
## Transforming Jand2Gidi into Cargoplug

The rebrand from Jand2Gidi to Cargoplug was all about creating a more reliable, fast, and transparent logistics service. I focused on building a strong brand identity that solves common problems in cross-border shipping, like delays and hidden costs. Through research and feedback from focus groups, I made sure Cargoplug's new identity connects with its audience, making it a trusted choice for individuals and businesses looking for smooth international shipping.



The Quick  
Brown Fox  
Jumped  
Over The  
Lazy Dog.

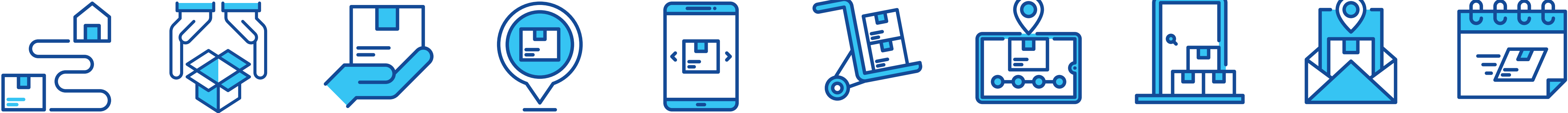
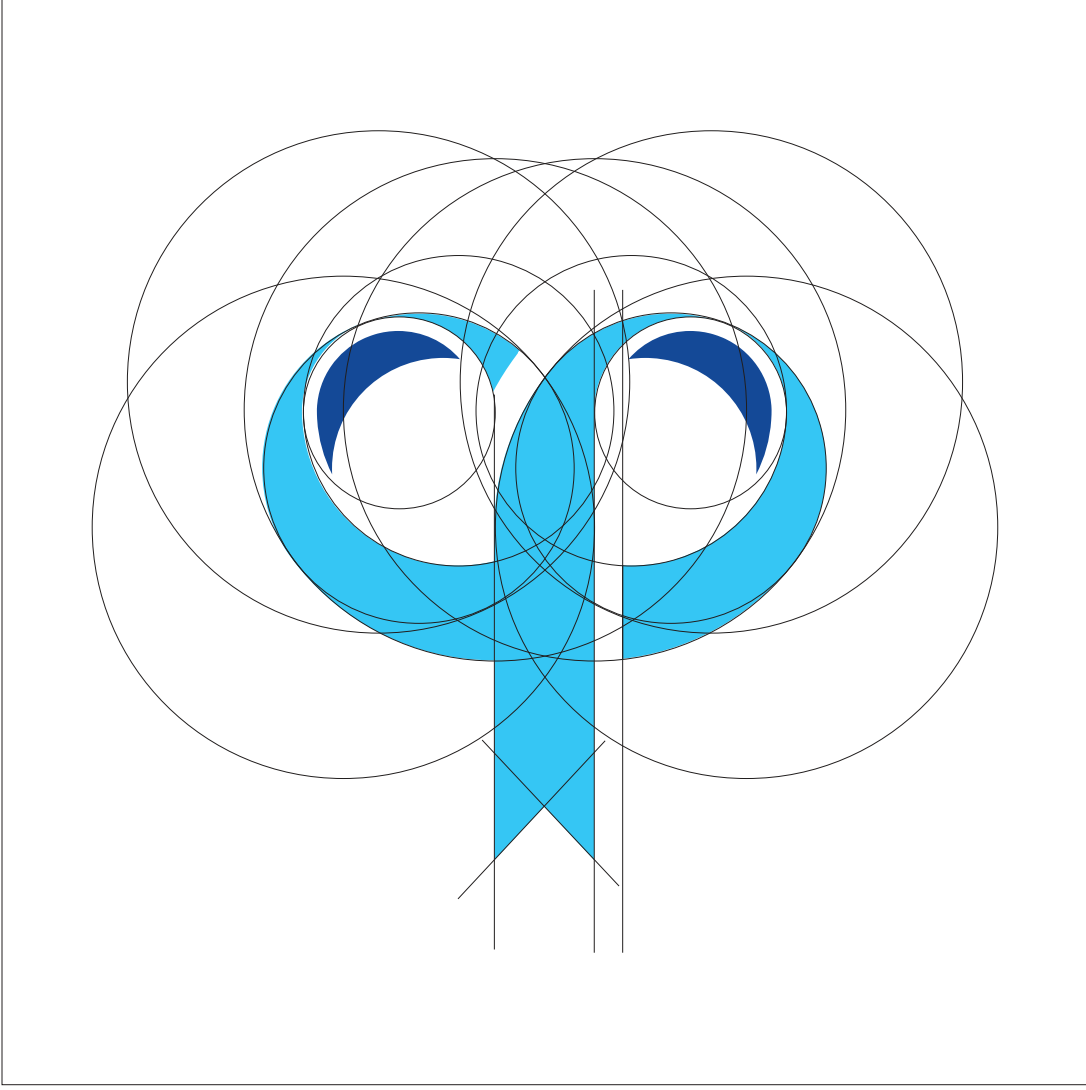
**THE QUICK  
BROWN FOX  
JUMPED OVER  
THE LAZY DOG.**



Designed  
for Delight,  
Delivering  
Happiness.











**Cargoplug**

**WE ARE HERE  
TO MAKE YOUR  
SHIPPING  
JOURNEY EVEN  
SMOOTHER!**

10 Inspiring years of delivering  
smiles worldwide. 😊

[getcargoplug.com](https://getcargoplug.com)

**Cargoplug**

**DELIVERING  
SMILES  
WORLDWIDE.** 🌍

Your Everyday Global Shipper

[getcargoplug.com](https://getcargoplug.com)



**Cargoplug**

**HASSLE-FREE  
LOGISTICS  
SOLUTIONS**

Your Everyday Global Shipper



[getcargoplug.com](https://getcargoplug.com)

**Cargoplug**

**ANNOUNCEMENT**

Please note that our office will be closed on  
Wednesday June 28th and Thursday 29th of June  
2023 to observe the Sallah break.

Do not hesitate to make your bookings via our  
website by clicking the link in the bio.

**Happy Sallah**

[getcargoplug.com](https://getcargoplug.com)



**LAGOS KIGALI  
ROME ABUJA  
ACCRA UK**

**Cargoplug**





# LET'S BE YOUR SURE PLUG FOR "ALL THINGS CARGO" FOR 10 MORE YEARS

Your friendly global shipper  
Jand2Gidi is now Cargoplug



[getcargoplug.com](https://getcargoplug.com)



## 10 YEARS DELIVERING SMILES WORLDWIDE

Join us in celebrating a  
decade of happiness!



At Cargoplug, we have  
eliminated the uncertainty  
and minimized the lengthy  
timelines associated with  
shipping into and within  
the African continent











Watch Brand Film here





# InBloom Stories

Film Campaign Design

InBloom, the MTV Staying Alive Foundation's flagship campaign, uses powerful storytelling to address critical gender issues. I contributed to the "In Bloom" short film anthology, a project in partnership with Paramount Global and the Bill and Melinda Gates Foundation, which features five films by female directors from around the world. These films tackle topics like period poverty, child marriage, and gender-based violence, aligning with the UN's gender equality goals. The anthology premiered on Paramount+, Pluto TV, and MTV internationally before becoming available on YouTube.

CREATIVE DESIGNER

Ololade Dideoluwa

AGENCY

NOTABENE





# Launch Banners





# Engagement Banners









# MTV Shuga Naija/ USAID/CCCR Nigeria

## Social Media Designs

The MTV Shuga Naija campaign, in collaboration with USAID and CCCR Nigeria, focused on raising awareness around Pre-exposure Prophylaxis (PrEP) and domestic violence. Through a combination of strategic design, storytelling, and digital engagement, we successfully:

- Educated target audiences on the importance of PrEP in HIV prevention.
- Designed impactful visuals that resonated with young people and high-risk groups.
- Amplified the conversation on domestic violence, using digital content to drive awareness and behavior change.

CREATIVE DESIGNER

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AGENCY

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Over  
**25%**  
of the people living  
with HIV/AIDS don't  
know their status

### WHAT ARE THE BENEFITS OF REGULAR HIV TESTING

- It keeps you informed and in control of your health
- It can help with Early detection of HIV which can lead to early treatment, which significantly reduces the risk of transmission
- It gives Peace of Mind. Knowing your status gives peace of mind
- It helps protect you and your partner. Regular testing helps you know your status so you can take measures to prevent transmission.

### DO YOU BELIEVE THAT GENDER BASED VIOLENCE ALSO AFFECTS MEN?

### DO YOU THINK SOMEONE LIVING WITH HIV SHOULD BE OPEN ABOUT THEIR STATUS ?



### IF I TAKE PrEP, DOES THIS MEAN I HAVE TO TAKE IT FOR THE REST OF MY LIFE?

ANSWER


No, but it is important that you take PrEP daily while at risk of getting HIV.

less than  
**40%**  
of women who experience  
GBV seek help of any sort.






A daily pill or bimonthly shot of PrEP can reduce your chance of getting HIV.



**QUESTION**

**WHAT DOES GBV STAND FOR ?**

- a. Group Based Violence
- b. Gender Based Violence
- c. General Behavioral Violence




**POLL**

**WHAT SHOULD YOU DO IF YOU OR SOMEONE YOU KNOW IS EXPERIENCING GBV?**

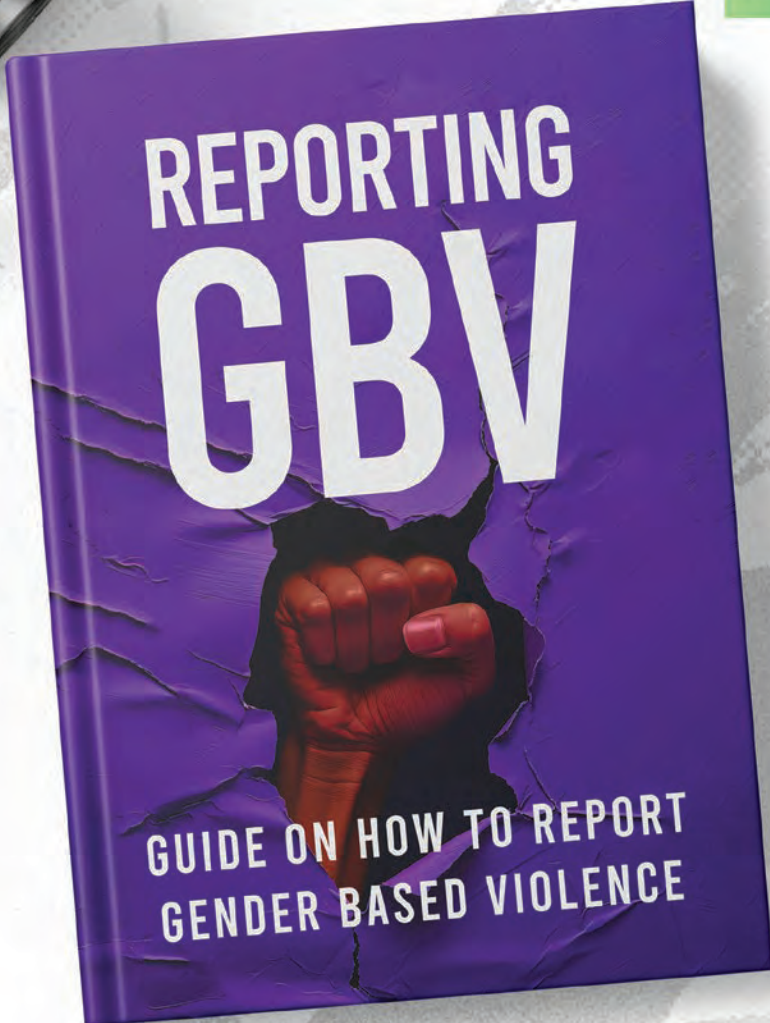


**WELCOME TO THE MTV SHUGA COMMUNITY**



**REPORTING GBV**

**GUIDE ON HOW TO REPORT GENDER BASED VIOLENCE**



**35%**  
of women worldwide have experienced either sexual/physical violence.



# Chude&Ego Foundation

## Social Media Designs

The Chude & Ego Foundation, founded by Nonso Okpala, is dedicated to transforming low-income communities through free world-class education and social impact initiatives.

One of its flagship projects is a secondary boarding school in Uga, Anambra State, providing high-potential students with quality education and career development opportunities. The foundation also partners with companies to offer internships, mentorship programs, and further education sponsorships, ensuring long-term sustainability through an endowment model.

CREATIVE DESIGNER

Ololade Dideoluwa





# Let's secure the future together



**13.2 Million**  
Out of School children  
Highest in the World

**2 in 3 Children**  
don't have access to early  
childhood education

**24 States**  
Unable to access Counterpart  
funds through UBEC.  
Threat to quality basic education

**<8%**  
Poor Budgetary  
Allocation to education

**51%**  
Of children engage  
in child labour

**30%+**  
Nigerians unable  
to read and write

**6%**  
of Households  
with children will  
have at least 3 books

**49%**  
Proceed to  
Secondary school

**12 states**  
Owing teachers salaries  
Negative effect on quality  
education delivery

**9million**  
Number of Almajiri  
from the total out-  
of-school children

**Abandoned**  
Almajiri Education Programme  
The effort to reduce out-of-school in  
Northern Nigeria largely failing

# Every child has a right to education



**10%**  
drop-off before JSS



## PRIMARY EDUCATION

Gross enrollment  
rate in elementary  
schools in Nigeria

**68.3%**

## SECONDARY EDUCATION

Gross enrollment  
rate in lower Secondary  
school in Nigeria

**54.4%**

we supported  
the vacation  
programme of some  
students in Uga







Keep  
them in  
school



Let's  
build the  
future



VACATION PROGRAMME  
IN UGA



# Autospend

## Social Media Designs

Autospend (formerly Collect Africa) is a fintech company specializing in AI-powered payment automation and spend management, helping businesses streamline their financial operations. As part of their rebranding and marketing efforts, I worked with the team as a freelance designer, creating static banners, blog post banners, and simple motion graphics videos that aligned with their new brand identity and enhanced their digital presence. My work contributed to their transition from Collect Africa to Autospend, ensuring a consistent and visually engaging brand experience across digital platforms. This collaboration reinforced my expertise in designing for fintech brands, combining clarity, functionality, and visual appeal to support business growth

CREATIVE DESIGNER

Ololade Dideoluwa







**Get a pulse  
of your business's  
performance -  
at a glance!**

LEARN MORE ON  
> [autospend.ai/register](https://autospend.ai/register)



**Give your team  
the gift of time.**

Automate invoice processing  
on Autospend.

GET STARTED ON  
> [autospend.ai/register](https://autospend.ai/register)

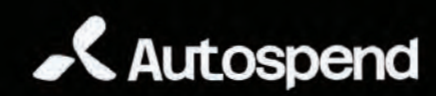


**Still stuck  
relying on  
manual payments?**

It's time for an upgrade!

> [autospend.ai/register](https://autospend.ai/register)

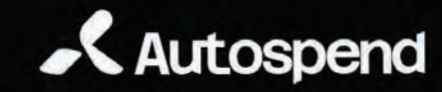




**Has your  
invoice volume  
increased?**

It's time to  
automate!

LEARN MORE ON  
> [autospend.ai](https://autospend.ai)



According to  
recent data,

**AI automation  
can increase  
productivity  
by up to**

**40%**





**View Motion Files Here**





# Let's create something remarkable together!



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