

## brand& experience designer



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### 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



#### BRAND IDENTITY

#### 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.

### **дапр**







## abcdefghij klmnopqrst uvwxyz



## Fix. Repair. Protect











reliable device repair, no matter what



# your<br/>device<br/>blug

### stay plugged

never miss the best minutes on screen

getgamp.com







Who's your plug? **Feel the ga\_p #**TheGadgetGuy **covered by gamp** Life's precious things ...covered



## never abreak











6







gamp











## Your gadget plug

gamp

Watch Brand Film here



gamp

Never a break

gamp



### Transforming Jand2Gidi into Cargoplug

**BRAND IDENTITY** 



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.



## **Cargoplug**



The Quick Brown Fox Jumped Over The Lazy Dog. THE QUICK BROWN FOX JUMPED OVER THE LAZY DOG.

getcargoplug.com



Designed for Delight, Delivering Happiness.















## Cargopug











#### 

#### DELIVERING **SMILES** WORLDWIDE. 🌍

Your Everyday Global Shipper

getcargoplug.com



### 

**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

### LAGOS KIGALI **ROME ABUJA ACCRA UK Cargoplug**

### 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

Your of dolight sheri

Setcargoplug.con

Busofi

## **10 YEARS** DELIVERING 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















#### 

123 Street address, city, country mail@company.com, www.company.com +000 00 123 45 67, +000 00 123 45 67

Lorem Ipsum is simply dummy text of the printing and typesetting in-dustry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem lpsum.

#### Why do we use it?

It is a long established fact that a reader will be distracted by the read-able content of a page when looking at its layout. The point of using Lorem Ipsum is that it has a more-or-less normal distribution of letters, as opposed to using 'Content here, content here', making it look like readable English. Many desktop publishing packages and web page editors now use Lorem Ipsum as their default model text, and a search for 'orem ipsum' will uncover many web sites still in their infan-cy. Various versions have evolved over the years, sometimes by acci-dent, sometimes on purpose (injected humour and the like).

Where does it come from? Contrary to popular belief, Lorem Ipsum is not simply random text. It has roots in a piece of classical Latin literature from 45 BC, making it over 2000 years old. Richard McClintock, a Latin professor at Hamp-den-Sydney College in Virginia, looked up one of the more obscure Latin words, consectetur, from a Lorem Ipsum passage, and going through the cites of the word in classical literature, discovered the un-doubtable source. Lorem Ipsum comes from sections 1.10.32 and 1.10.33 of "de Finibus Bonorum et Malorum" (The Extremes of Good and Evil) by Cicero, written in 45 BC. This book is a treatise on the







cpcargopluç Kikelomo Fola-Ogunniya

Cargoplug

#### Watch Brand Film here





#### MARKETING DESIGNS

## Inbloom Stories

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.



















Should children have to take care of a family when they are still kids themselves?

inloom

Vote or Comment Below





## ALTA (RED DYE) LAUNCHES ONYOUTUBE TOMORROW

SATURDAY, MARCH 23RD **7:00PM WAT** 



@InBloomStories (INDIA AND AFRICA)



#### **1000 VIEWS** AND STILL COUNTING!

Afefe is a hit. Still haven't seen it? Go watch it





<text>

inloom

What steps do you believe can be taken to address period poverty effectively?





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

MARKETING DESIGNS

## Prepin HIV Prevention / Domestic Abuse Awareness

The goal was to educate targeted audience on the importance of Prep in HIV prevention, amplify conversations on domestic violence using digital content to drive awareness and behavior change.



WANT TO ACHIEVE AN UNDETECTABLE VIRAL LOAD?

### TAKE YOUR ANTIRETROVIRAL THERAPY (ART) RELIGIOUSLY





 $\square$ 



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

SHUGA

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#### WHAT ARE THE BENEFITS **OF REGULAR HIV TESTING**

- It keeps you informed and in control of your health
- Lt 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
- prevent transmission.





It helps protect you and your partner. Regular testing helps you know your status so you can take measures to







less than

SHUGA

of women who experience GBV seek help of any sort.





SHUGA

JOU KA B CU KNOT

of women worldwide have experienced either sexual/ physical violence.

#### MARKETING DESIGNS

## Chude& Ego Foundation

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





## Let's secure the future together



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







**9**million

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



## Every child has a right to education





#### PRIMARY EDUCATION

Gross enrollment rate in elementary schools in Nigeria



#### SECONDARY EDUCATION

Gross enrollment rate in lower Secondary school in Nigeria



we supported the vacation programme of some students in Uga

Chude & Ego Foundation







### Let's build the future







MARKETING DESIGNS

## Autospend

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

#### - C Autospend

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

LEARN MORE ON >autospend.ai/register

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

Automate invoice processing on Autospend.





#### Still stuck relying on manual payments?

It's time for an upgrade!

> autospend.ai/register



Autospend



LEARN MORE ON > autospend.ai

According to recent data,

AI automation can increase productivity by up to





#### Has your invoice volume increased?

It's time to automate!

LEARN MORE ON > autospend.ai



#### MARKETING DESIGNS



For Cowbell's coffee product promotion, I crafted a campaign that blended the brand's familiar, approachable tone with a bold new energy. The visuals and messaging were designed to position Cowbell Coffee as a rich, everyday indulgence—smooth, affordable, and made for those on the move.

Through warm-toned photography, relatable scenarios, and inviting product placements, the campaign highlighted the comforting experience of a Cowbell coffee moment, reinforcing its place as a trusted choice in the morning ritual of









That's how it should be. Set at the perfect price, you can have your 3-in-1 Cowbell coffee anywhere, anytime.

Available in shops and supermarkets nationwide.





That's how it should be. Wake up to the creamy goodness of 3-in-1 Cowbell Coffee. Available in shops and supermarkets nationwide.












#### MARKETING DESIGNS

# Wearables

For 9mobile's Wearables campaign, I led the creative direction for product photography, capturing the sleek, modern aesthetic of their digital watches, Fitbit devices, and earphones.

The visuals showcased the flexibility and style of the wearables in everyday use, aligning with 9 mobile's vibrant, tech-savvy identity. I also developed motion graphics to support digital ads across the brand's online shop platform—creating a dynamic, engaging narrative that elevated product appeal and boosted on-platform visibility.







# **Closer to** you than your bestie

Track every movement with your 9mobile wearables. Available on the e-shop or experience centres nationwide.





O Home, Office or Party; Looks good everywhere mobile Make fitness a lifestyle with wearables from 9mobile

Available on the eshop or experience centres nationwide.



### MARKETING DESIGNS

# Harpic Toilet Cleaner

To launch Harpic's new Bathroom Cleaner, we built on the brand's strong association with toilet hygiene by introducing its "twin"—a product equally powerful for the rest of the bathroom. Using the big idea "Harpic has a twin," the campaign playfully reinforced the idea of double protection, positioning the new cleaner as the perfect complement to the trusted toilet solution.

Through simple, memorable visuals and messaging, we emphasized that Harpic now goes beyond the bowl—offering complete bathroom hygiene with the same unbeatable strength consumers already know and trust.



Restores your bathroom to its sparkling glory

10X BETTER CLEANING

No more DIY bathroom cleaners for you: Harpic Bathroom Clearler is easy to use Available in stores and supermarkets nationwide.





**LEAVES YOUR BATHROOM** KE A GA **JUST LIKE HER TWIN** 

### HARPIC BATHROOM CLEANER

With two sweet-smelling variants, you'll fall in love with your bathroom again Available in stores and supermarkets nationwide.



BATHROO CLEANI

**10X** BETTER CLEANING

ENTLE

KILLS 99.9% GERMS





Restores your bathroom to its sparkling glory

Available in stores and supermarkets nationwide



I designed the website for Wurk, a data and consulting platform tailored for startups and enterprises in Africa seeking reliable market insights. Built in Figma, the design simplifies how users access aggregated industry reports and connect with expert consultants—cutting through the usual time-consuming process of sourcing data.

The site clearly communicates Wurk's two flagship solutions: Wurk Data, offering ready-to-use industry insights, and Wurk Consulting, providing tailored research for large corporations. With a clean, intuitive layout and sharp visual hierarchy, the website reflects Wurk's promise of speed, accuracy, and strategic clarity.

UIDESIGN

# wurkdata

#### **iui** wurk

Home About us

Solutions What we cover Industries Blog



#### About Us

Wurk Insight provides curated market intelligence and consumer insight for busy professionals to help boost business growth.



We keep you informed on the most relevant things in your sector you need to know.

We are focused on solving scarce and expensive African corporate data by providing a curated mix of free and paid research information...providing you deep insights from corporates like you.

#### What we cover

#### F

#### Market Research

Searching for market analysis should not be hard work and worse should not set u back by millions or weeks, access great content worth paying for in minutes.

#### C

#### Market Analysis

Understand your key markets better and where the new trends to watch out for exist and what the gaps are...

Read More

#### <u>•</u>

#### Consumer Insight

Get real-time and curated insights on what consumers think about your brand and products they use in the market through our surveys and conduct surveys ...

Read More

### ⊙Economic Research

Understand what makes people buy and don't, understand your GTM strategy properly, we provide useful curated macro and micro economic data...

#### and worse should not set u back by millions or weeks, access great content worth paying for in minutes.

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#### Market Analysis

Understand your key markets better and where the new trends to watch out for exist and what the gaps are...

 Read More



#### Get Smarter with Wurk See great insights from Industry experts worth reading

#### Connect With Us

or email us at wurkinsight@gmail.com temitope@endava.com.ng

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your request here

I designed the landing page for Hack4Livestock, a national hackathon aimed at transforming Nigeria's livestock sector through technology and innovation. The goal was to create a visually compelling and informative experience that communicates the urgency, opportunity, and impact of the initiative.

Using clean layouts, bold typography, and purpose-driven imagery, I crafted a scrollable narrative that speaks to diverse applicants, developers, entrepreneurs, policymakers, and farmers alike. Key elements such as the objectives, eligibility, prizes, and application CTA were clearly structured to drive conversions. The design balances accessibility and ambition, aligning with the broader mission of the FMCIDE, Ford Foundation, and Luminate to build a more data-driven and sustainable agricultural future.

#### UI/UX / LANDING PAGE

# Hack4Livestock



#### Are You Ready To Transform Nigeria's Livestock Industry Through Cutting-Edge Technology?

Join Hack4Livestock - a dynamic hackathon uniting innovators, technologists, and agricultural experts to solve Nigeria's biggest livestock challenges through sustainable, tech-driven solutions.





#### Who Should Apply?

Developers & Engineers

(AI, IoT, GIS, Blockchain, Web & Mobile App Development)

Data Scientists & Analysts

 a Government Officials & Policymakers Farmers & Herders (as end users and o (in Agriculture, Rural Developmer and Conflict Resolution)



Applicatio	on Deadline		
		PM WAT)	

Thursday, May 15, 2025 Hackathon Dates

May 21-24, 2025 | Abuja Prizes & Support

Funding, incubation opportunities, mentorship, and more!



Prize Pool



#### Why This Matters ?

Nigeria's livestock sector plays a pivotal role in national development, contributing over 5% to GDP and supporting millions of livelihoods. Yet, it continues to grapple with serious issues-inefficient grazing, frequent conflict, disease outbreaks, limited market access, and poor infrastructure.



Emerging technologies like Artificial Intelligence (AI), Geographic Information Systems (GIS), blockchain, the Internet of Things (IoT), and remote sensing offer powerful solutions, but adoption remains low.

Hack4Livestock aims to bridge this gap by leveraging innovation, collaboration, and digital inclusion.

#### **Hackathon Objectives**

12 Develop tech tools for livestock tracking, health monitoring, and disease prevention



Design early-warning systems powered by AI and GIS to mitigate farmer-herder conflicts



Build blockchain platforms for secure, transparent livestock transactions

围.

Promote digital literacy to expand access for rural farmers and herders

8 Foster cross-sector collaboration between tech experts and agricultural stakeholders



We're calling on passionate individuals and teams from diverse backgrounds Entrepreneurs & Startups (in AgriTech, Digital Inclusion, and Sustainability)

Agricultural Experts
 Veterinarians



Whether You're Building Smart Sensors, Mapping Grazing Lands, Crafting Digital Marketplaces, Or Analysing Livestock Health Patterns

This is your moment to shine!



Second Place O NGN 3,000,000

Third Place Third Place
 NGN 2,000,000



An Initiative of FMCIDE

Supported by Luminate

Ford Foundation

	Team Registration Form			Team Registration Form
	0 3			
	Project Details			Team Information
	Proposed Project Title			Team Name Johnny.
	Project Atlas		1000	Institution/Organization
han bern of h	Problem Statement 0/100			Johnny.
	Describe the livestock challenge you aim to solve			Country/Location
				Abuja
				Team Lead Details
	Proposed Solution 0/1000			Full Name Jolade Ahmed
	What is your solution and how will it work?			
				Ernall Address
				,ahmad@xxx.tam Required field
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Edited States	Al/ML Mobile App			+234-987-0987-340
	Blockchain     Meb Platform     IoT/Sensors     Data Analytics			
A CONTRACTOR OF THE OWNER	IoT/Sensors     Data Analytics     Drones     Others (Kindly Specify)			Team Members
		(2		Total Number of Team Members 2 Members
	Target Users / Beneficiaries			Papers must have below 12 it multiter (secharing laser hand)
	Project Atlas			Team Member 1
	What impact will this solution have on the livestock sector? 0/1000			
238	Discuss the Impact			Full Name Jolade Ahmed
and the second second				
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	Technical Readiness		Seat 2 To	
	Current Stage of Development			Role Linkedin / GitHub / Portfolio Developer, Scientist
	Idea only			
				Transland
	Do you have any data sources to work with? O Yes			Team Member 2
MARINE ROLL	O No			Full Name Jolade Ahmed
	Describe your data sources 0/1000			Jonaud Annieu
	Describe the data sources your have or plan to use			Email Address
				juthmed⊜xxx.com. Required field
	4			Role Linkedin / GilHub / Portfolio Developer, Scientist
				+ BACK
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Luminate

Supported by

Ford Foundation









Supported by Luminate

Ford Foundation

Supported by Luminate

Ford Foundation

I led the design of the Nigeria Pavilion and supporting visual assets for VivaTech 2025, Europe's largest tech and innovation event. Tasked with representing Nigeria's innovation potential on a global stage, I developed a cohesive visual identity that blended cultural elements with a bold, tech-forward aesthetic.

From pavilion layout concepts and large-format banners to digital screens, brochures, and branded merchandise, every asset was crafted to spotlight Nigeria's thriving startup ecosystem and government-backed innovation efforts. The result was an immersive, visually striking presence that amplified Nigeria's voice in the global tech conversation and attracted investors, partners, and attendees alike.

#### EXPERIENCE / SPACE DESIGN

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# Nigeria's LLM

Driven by an AI Strategy co-created by over 120 experts of Nigerian descent, we are building a multi-modal LLM in 5 Nigerian languages.



#### Project BRIDGE/ **Fibre Fund**

A \$2 Billion investment to deploy 90,000 km of fibre optic cable across Nigeria to ensure that no community is left unconnected.



annu E káàbọ <mark>Nnọọ</mark> Welcome Welcome Nnọọ Sannu E káàbọ Sannu E káàbọ Nnọọ Welcome Welcome Nnọọ Sannu ẹ káàbọ Sannu E káàbọ <mark>Nnọọ</mark> Welcome Welcome Nnọọ Sannu E káàbo



Driving demand for broadband connectivity by connecting government institutions, including all 774 local government secretariats, University Campuses and Hospitals.



## DIGITAL **TRADE DESK**

Positioning Nigeria as an investment ready destination and connecting our home grown tech innovation to global investment opportunities.

### I G E **TALENT CITIES**

Transforming existing Public Infrastructure into digital campuses to create meaningful employme opportunities through Business Process Outsourcing for Nigerian Youth.











# 3M

The world's largest technical-talent accelerator, aiming to train 3 million talents across 12 globally in-demand technical skills.



Building technical capacity in the Nigerian Civil Service to support Digital Transformation in the delivery of Government Services.







Funding research and demonstration projects to advance the application and use of Artificial Intelligence and other 4IR Technologies in critical economic sectors.



#### DIGITAL PUBLIC INFRASTRUCTURE (DPI)

Supporting the delivery of Digital Services across critical life events for Nigerian Citizens. Powered by strong identity (NIMC) and payment (NIBSS) platforms and a Data Exchange for interoperability.

# PROUBLY SPONSORED BY

M Moniepoint



TECHOSPHERE

### Nigeria's LLM

Driven by an Al Strategy co-created by over 120 experts of Nigerian descent, we are building a multi-modal LLM in 5 Nigerian languages.







Driving demand for broadband connectivity by connecting government institutions, including all 774 local government secretariats, University Campuses and Hospitals.

## DIGITAL TRADE DESK

Positioning Nigeria as an investment ready destination and connecting our home grown tech innovation to global investment opportunities.









At the top of the pavilion, a large LED screen displayed a vibrant collage spotlighting outstanding Nigerians in entertainment, sports, and technology—a bold tribute to the country's global influence and creative excellence.









# Let's create something remarkable together!

dideeyitayo@gmail.com me@dideoluwa.xyz

