

FADARE ADEMILADE OLUWATOBI

Senior Creative Designer | Creative Art Director | AI Creative Designer

Email: tbfadare999@gmail.com

Portfolio: [[view here](#)]

Location: Remote / Nigeria

PROFESSIONAL SUMMARY

Senior Creative Designer and Creative Art Director with 6+ years of experience building visual identities, campaign systems, motion-led brand stories, and AI-assisted creative workflows across fintech, telecoms, blockchain, e-commerce, real estate, and impact sectors.

Skilled at transforming scattered brand visuals into consistent, memorable, and scalable design systems that support business growth. Experienced in leading creative teams, developing high-performing campaign assets, producing motion-led content, and collaborating with product, marketing, and engineering teams to deliver launch-ready visuals across multiple touchpoints.

PROFESSIONAL EXPERIENCE

Coinbase — Base Lead Creative Designer, South & East Africa

Remote / Pan-African | May 2025 – May 2026

- Shaped the visual direction for Base across Southern and Eastern Africa, supporting social content, campaigns, activations, and ecosystem programs.
- Led a distributed Pan-African design team to create unified visuals for Base Batches, hackathons, community programs, and regional brand campaigns.
- Produced AI-powered advert video campaigns, speaker spotlight designs, winner announcement creatives, and social media assets for ecosystem engagement.
- Maintained strong brand consistency across multiple African regions while adapting creative output to local cultural contexts.
- Collaborated with regional leads, community managers, and marketing stakeholders to deliver campaign visuals with fast turnaround and strong brand alignment.

Termii

Lead Creative Designer

B2B/B2C Messaging Platform | Texas, USA / Remote | April 2023 – Present

- Led visual identity and campaign design across multi-channel brand, product, and customer communications.
- Directed motion graphics and video campaigns for customer success stories featuring brands such as Paystack, Chipper, and PiggyVest.
- Built and maintained brand guidelines, design systems, reusable asset libraries, and campaign templates for consistent creative output at scale.
- Collaborated with product, marketing, sales, and engineering teams to deliver launch-ready visuals across social media, websites, email, events, and product campaigns.
- Supervised junior designers and creative vendors through reviews, direction, feedback, and quality control.
- Supported major brand and product initiatives including event branding, product launches, customer engagement campaigns, and internal culture communications.

Beta Ohms Technologies

Digital Designer

Blockchain / Cryptocurrency Payment Platform | Texas, USA / Remote | Aug 2022 – Jan 2023

- Designed product visuals, animated explainer videos, and digital campaign assets that supported a 25% increase in user sign-ups.
- Led visual brand development and managed cross-platform content for a blockchain-based cryptocurrency payment platform.
- Created social media graphics, interface visuals, and promotional assets to improve product communication and brand trust.
- Worked closely with internal stakeholders to simplify complex blockchain concepts into clear, engaging visual stories.

Dre Marshal Creative

Digital Designer

Creative Agency | Texas, USA / Remote | Feb 2020 – Aug 2022

- Art directed branding projects for startup clients across fintech, retail, communications, and service-based sectors.
- Designed social media campaigns, pitch decks, brand identity systems, UI prototypes, and marketing assets for local and international clients.
- Supported clients with visual direction, campaign rollout, brand consistency, and creative asset production across digital and print platforms.
- Delivered high-quality creative work across multiple brand categories while managing fast-paced agency timelines.

SELECTED PROJECTS

Maria Realty, Go2Guy Real Estate & Rea Real Estate Marketing

Brand & Marketing Designer

- Supported real estate brand visibility through professional marketing designs, including open house posters, social media flyers, holiday creatives, event materials, brochures, and print collateral for property promotions.
- **Impact:** Strengthened brand presence across social media and offline real estate marketing channels.

FCMB AgricTech Hackathon

Creative Director for FCMB x FMO x HeaveVentures AgricTech Hackathon.

- Led design and marketing strategy across promotional materials, digital ads, event communication, and social content.
- **Impact:** Supported a successful campaign that generated 800+ applications and exceeded registration targets.

Gender Impact Investment Summit 2024

Print Designer

- Designed the full print suite for one of Africa's leading gender-lens investment summits, including report covers, infographics, section layouts, and MEL report visuals.
- **Impact:** Improved data storytelling and helped research teams communicate complex gender-impact insights clearly.

CORE SKILLS

- Brand Identity Design
- Campaign Art Direction
- Creative Direction
- Motion Graphics
- AI-Assisted Design Workflows
- Social Media Design
- UI/UX & Product Design
- Design Systems
- Video Production
- Data Visualization
- Creative Leadership
- Story-Driven Campaigns
- Creative Consistency at Scale
- Cross-Cultural Communication
- Fast-Turnaround Creative Execution

TOOLS & TECHNOLOGIES

Design Tools: Photoshop • Illustrator • Canva • CorelDRAW • Figma

AI Tools: Midjourney • Kling 3.0 • ChatGPT • Gemini • Freepik AI • Seedance

Video & Motion Tools: CapCut • Filmora • After Effects

Creative Strengths:

- Brand systems
- Campaign design
- Motion storytelling
- AI video prompting
- Social-first creative direction

AWARDS & RECOGNITION

- 2022 — Excellence Award, Grapplespace
- 2021 — Person of Service of the Year
- 2020 — Most Creative Team Lead