CHRISTIANA ONYEDIKACHI NWOSU

nwosuchristiana12@gmail.com | Lagos, Nigeria | +2349071777721 |
https://christiananwosu.netlify.app/

PROFESSIONAL SUMMARY

Strategic Art Director and Brand Designer with over 5 years of experience. Proven track record in boosting brand visibility by 120% and driving record-breaking sales through insight-driven visual campaigns. Expert in leading cross-functional teams and integrating AI-generated visuals to optimize design workflows.

TECHNICAL SKILLS

- **Design Tools:** Adobe Creative Suite (Photoshop, Illustrator, After Effects, Firefly), Figma, Canva.
- **Emerging Tech:** AI Image & Video Generation(Firefly, Midjourney, Higgsfield), UI/UX Design.
- **Core Competencies:** Brand Strategy, Creative Direction, Campaign Key Visuals, Agile Workflow, Project Management, Visual Storytelling.
- **Supportive Skills:** Basic Motion Graphics (After Effects, Canva Pro), Presentation Design.

WORK EXPERIENCE

Rova **London, UK**
Brand Designer Sept 2024 - Date

- **Brand System:** Structured brand identity and visual system across social, web, and app touchpoints.
- **Creative Direction:** Conceptualized 3D brand mascot using AI and led visual direction for 50+ monthly posts and video content.
- **Content Production:** Deliver 2 posts daily alongside 1 AI-generated video, motion graphics or human led videos per week, maintaining brand consistency and driving engagement.
- **Brand Documentation:** Updated brand manual and curated powerpoint documents to encompass new visual system, mascot guidelines, and motion language.

Poke Ltd Agency **Lagos, NG**
Art Director May 2024 - Aug 2025

- **Leadership:** Serve as Interim Team Lead, managing cross-functional teams of copywriters and strategists to deliver high-quality campaigns under tight deadlines.
- **Creative Oversight:** Guide junior designers on visual direction and layout hierarchy while leading hands-on execution from concept to final delivery.
- **Strategy:** Translate client briefs into bold, insight-driven rebranding projects and successful pitches for major accounts.
- **Compliance:** Maintain strict quality control and licensing compliance for all visual assets.

Wakanow.com **Lagos, NG**
Brand Designer & Strategist Dec 2022 - Apr 2024

- **Growth:** Increased brand visibility by 120% in untapped regions through a nationwide roadshow campaign.
- **Revenue:** Led creative strategy for the "Take A Break" summer campaign, contributing to 10 billion in sales.
- **Efficiency:** Implemented AI-generated imagery and bold minimalism, increasing team productivity by 15%.
- **Consistency:** Boosted brand recognition by 15% by developing an updated, comprehensive brand manual.

Branc & Co. **Lagos, NG**
Brand Identity Designer Jan 2022 - Nov 2022

- **Strategy:** Developed visual identity systems and messaging strategies that increased client engagement by 20%.
- **Coordination:** Managed client communications and project timelines, resulting in zero delivery delays.

EDUCATION

Caleb University, Imota **Lagos, NG**
M.Sc. in Computer Science and Information Technology(In view) Expected 2027

Bowen University, Iwo **Osun, NG**
B.Sc. Computer Science and Information Technology 2016 - 2019