

# Olatoun Ogunduyile

**BRAND CUSTODIAN**  
**MOTION DESIGNER**  
**DIGITAL ARTIST**  
**STORY TELLER**  
**ILLUSTRATOR**  
**ANIMATOR**



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“

I am a creative, systems-driven Senior Brand Designer with 12+ years of experience building and designing bold, expressive, and consistent visual identities. Adept at crafting scalable design systems, leading rebrand initiatives, and developing cross-channel creative strategies.

Great at brand transformation, design operations, and cross-functional leadership

I thrive in fast-paced, remote-first environments with distributed teams and asynchronous workflows.

## Highlight!

Oversaw ETAP's, an InsureTech, complete brand transformation—from strategy to execution. Delivered a new logo, visual identity system, scalable templates, design documentation, and rollout support across teams. Designed two additional sub-brands and enabled consistent usage through Figma libraries and brand guides. Result: stronger brand equity, faster campaign production, and unified messaging.

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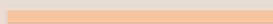


## CAPABILITIES

**BRAND DESIGN**



**MOTION DESIGN**



**2D ANIMATION**



**ILLUSTRATION**



**DIGITAL ART**



**STILL DESIGN/  
BRANDING/ PRINTS**

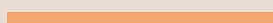


## TECHNICAL PROFICIENCY

**CINEMA 4D**



**AFTER EFFECTS**



**PREMIERE**



**PHOTOSHOP**



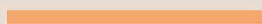
**ILLUSTRATOR**



**ADOBE ANIMATE**



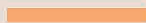
**TOON BOOM HARMONY**



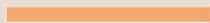
**TV PAINT**



**MARVELOUS DESIGNER**



**FIGMA**



## SOFT SKILLS

**ANALYTICAL THINKING & DECISION MAKING**

**CREATIVE / DESIGN SOLUTIONS**

**LEADERSHIP / OWNERSHIP**

**TEAM WORK, BUILDING & BONDING**

# Experience

## SENIOR BRAND & DESIGN MANAGER — ETAP INSURANCE

JAN 2023 — PRESENT —

- Spearheaded a full brand overhaul for ETAP, from brand audit and stakeholder alignment to logo redesign, typography system, iconography, and scalable visual language. Rolled out across marketing, product UI, partnerships, and internal comms.
- Developed two product identities within the ETAP ecosystem, designing logos, asset kits, and guideline documents to support co-branding and product launches.
- Created reusable design libraries and documentation for marketing and Customer Support teams, improving asset turnaround and cross-team consistency.
- Built a unified component system in Figma for web, ads, email, and presentation decks. This enabled faster campaign launches and consistent brand execution across 5+ teams.
- Delivered motion design elements and micro-animations for onboarding flows, product explainers, social media assets and campaign ads.
- Collaborated asynchronously with cross-functional teams across 3+ time zones, managing feedback cycles and design approvals via Slack, Figma, and Notion.
- Launched a quarterly brand audit report tracking consistency, recognition, and campaign alignment across touchpoints.
- Partnered with the product marketing team to analyze brand campaign performance using brand recall, and creative A/B tests.
- Co-led a cross-functional initiative to evolve the brand positioning as the company expanded into new markets (Ghana).
- Facilitated strategy workshops with leadership to redefine ETAP's brand narrative and emotional promise.
- Led internal design critiques and learning sessions to foster a culture of design excellence and shared ownership.
- Regularly presented brand strategy updates to C-level stakeholders, aligning creative initiatives with quarterly business OKRs.

## HEAD OF DEPARTMENT, CREATIVES /MOTION DESIGNER MAXIMA MEDIA GROUP

JULY 2018 - DEC 2022

- Planned (ideation to execution, partnering with client) and directed successfully the shoot of a Tiger Beer outdoor campaign videos
- Collaborated with Art directors and Brand managers to design brand communications/stories for top tier clients like Nigerian Breweries.
- Managed entire creative processes, identity, on set branding and output quality of StreetFoodz Naija for 3 consecutive seasons
- Facilitated, by managing a team of creative, the complete overhaul and rebrand of the TV platforms of the company, i.e. Views Channel and FoodBay Tv, from logo redesigns to creation of animated identities for same.
- Brainstormed with team members on the best ways possible to showcase tv shows/programmes to the targeted audience of millennials and Gen Zs, invariably developing a unique set of animations and idents for the platforms.
- Initiated design reforms according to industry standards and coordinated the creative department, working with and mentoring team mates towards success.

## TEAM LEAD, CREATIVES /SENIOR ART DIRECTOR ELLAE CREATIVE BRANDING AGENCY

JANUARY 2018 - JULY 2018

- Managed and oversaw projects like the 'Every Nanny' project, from ideation to execution, working with clients, creative and marketing teams.
- Created stellar brand identities for the company's SBUs.
- Organised and facilitated numerous trainings for the training arm 'Ellae Training' of the company thereby impacting the bottom line of the business.
- Created and implemented syllabuses for such trainings which attracted numerous patronage.
- Led by initiating design reforms, coordinating the department and mentoring team members.



## TEAM LEAD, TECHNICAL SERVICES / GRAPHICS

### SOLUTIONS PLATFORMS LTD

*(Brand management, Business development, Media Platforms)*

MAY 2015 - AUG 2017

- Successfully built a creative team that worked closely and efficiently as support for the sales, business development and I.T teams to create outstanding solutions for the masses.
- Manage all company owned advertising concessions in select malls across the nation.
- Worked effectively and closely with teams in malls to yield the most optimal revenue from such concessions.
- Managed, inspired and trained subordinates accordingly to improve quality of work turned out by the department, for the greater good of the company.
- Revamped the company website and profile to create a fresh and dynamic outlook of the company.

## CORPORATE COMMUNICATIONS EXEC HOMETEL (HOSPITALITY FACILITY) DEVELOPERS

JANUARY 2018 - JULY 2018

- Helped to grow the Corporate communications department at Hometel.
- Developed all company's communication effects.
- Created numerous presentations to investors.
- Created the company profile (both Print and Interactive) for the effective and desirable portrayal of the company.
- Designed and published, working with the web developer the company website.
- Designed and Procured the company's branded gift items.
- Liased effectively and successfully with agents and vendors that helped the company reduce cost on delivered good and services

## **MOTION GRAPHIC ARTIST & EDITOR**

### **FLIPSYDE STUDIOS**

PRODUCTION & ANIMATION

**JUNE 2007 - NOV 2013**

- Supervised and trained at least 4 subordinates successfully which inturn increased capacity for the company interms of creating efficient hands to tackle the day to day projects of the company.
- Worked closely with producer, as part of a team and sometimes alone to produce TV projects for MTN, Globacom, Celebrity Takes 2 Montage, FIRS TVC, Dettol, Close Up Salsa TVC, Indomie children's Day & Christmas TVC, A short Movie called "Say Cheese" ([www.saycheesemovie.webs.com](http://www.saycheesemovie.webs.com)), Airtel amongst others.
- Designed Poster and Brochure Designs for Movies

## **GRAPHIC ARTIST**

### **RICHBRANDS LTD**

BRAND MANAGEMENT

**JAN - JUNE 2007**

- Revamped the company website.
- Created Logo designs.
- Brainstormed with other designers to be bring ideas to life
- Under supervision, created brand identities, billboard designs, Company brochures

## **I.T TRAINEE**

### **ZERO-ONE WS COMMUNICATIONS**

MULTIMEDIA

**2005**

- Trained on developing websites
- Designed templates for subsequent use



# Education

## **B.Tech (Bachelor of Technology), Fine & Applied Arts (Graphics Major)**

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Ladoke Akintola University of Technology (LAUTECH)  
2000 - 2006

### *Professional Development*

## **Project Management Course (Beginner to Pro)**

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365 Careers  
Udemy Online  
Dec 2021 - Jan 2022

## **Leadership & Management Training course**

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Prof. Paul Cline, Ed.D, Sander Kiss  
Udemy Online  
July - Aug 2020

**For my Portfolio,  
Please visit**

[olatoun.com/portfolio](https://olatoun.com/portfolio)



# Thank You

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