

Damilola Oke

07741696194

okedamilolajoshua@gmail.com | [Portfolio](#)

9 Cromer Street, Middlesbrough TS4 2DN

Full UK Driving License + Access to own vehicle

PROFILE SUMMARY

Design has always been about more than making things look good to me. It's about making a brand's message land, clearly and consistently, wherever it shows up. I'm someone who feels physical pain when something is two millimetres out of place, and that instinct has shaped how I work for over seven years across finance, agency and marketing communications, education, energy, technology and food manufacturing, building brand identities, packaging, digital assets and full campaigns. At Durham Animal Feeds, I own the brand's marketing visuals end to end: packaging, point-of-sale, digital and print, all shaped to feel true to the brand while doing real commercial work. I pair strong conceptual and technical design skill with disciplined project management, and I have a habit of finding the idea nobody else reached for, then making sure it still meets regulatory, retail and trade-show standards. I'm proficient in Adobe Creative Suite, Figma and Canva, and I'm at my best juggling several live projects at once, each pulling in its own direction.

CORE SKILLS AND COMPETENCIES

Brand identity & visual systems · Digital asset creation (web, social, campaigns) · Packaging & label design · Digital point-of-sale (POS) design · Marketing campaign design & delivery · Brand guideline creation & management · Typography, layout & accessibility · Motion graphics · Photography & content retouching · Cross-functional collaboration · Project Management · Intranet & Digital Channels · Video Editing · Canva · Stakeholder Collaboration · Marketing campaign design & delivery · Brand & Marketing Design

PROFESSIONAL EXPERIENCE

Graphic Designer, Durham Animal Feeds

Newton Aycliffe, UK

Impact Highlights:

Jan. 2026 – Present

- Own end-to-end packaging design for the brand's raw pet food ranges, from cutter-guide development through to a seven-flavour label range, taking each design from first concept to a standard ready for the shelf.
- Led a full redesign of the company website, refreshing the visual identity and user experience to better reflect the brand and support end users usability.
- Designed an interactive digital catalogue and gamified experience for use at trade shows, creating a memorable, hands-on way for visitors and customers to engage with the brand's product range.
- Took the brand beyond the shelf, redesigning our hospitality box at Riverside Stadium as part of DAF's partnership with Middlesbrough FC, proving the identity could hold its own in a sponsored physical space, not just on packaging.
- Shaped the brand's presence across social and digital channels for major events including Crufts, PATS and DogFest, and built promotional creative for seasonal campaigns and sales, translating into customer attention and sales activity.

Graphic and Marketing Manager, CrowdHouse Energy™

Newcastle, UK

Impact Highlights:

Jan. 2024 – Dec. 2025

- Developed and maintained a cohesive brand identity across all company materials and touchpoints, and produced digital and print assets for sustainability events and trade shows including NHS UHD Dorset, InstallerShow and VentureFest.
- Designed digital assets for the company website, social media channels, marketing campaigns, and client communications, resulting in a 95% increase in engagement rate.
- Developed a client-facing case studies series showcasing installations of the Helios Volt bifacial solar panels, turning technical project data into compelling visual proof points that supported sales conversations and built customer confidence in the product.
- Owned CrowdHouse Energy's visual brand end to end at a critical growth stage, translating sustainability messaging into assets that held up across boardroom presentations, national trade shows and everyday customer touchpoints alike.
- Produced over 50 branded content assets and internal CPD presentations, ensuring alignment with organisational tone and strategic objectives.

Student Engagement Assistant, Teesside University

Middlesbrough, UK

Impact Highlights:

Jan. 2023 – Dec. 2023

- Developed and delivered digital communication campaigns across intranet, email, and campus signage, contributing to a 90% satisfaction rate in internal service feedback surveys.
- Streamlined key student support messaging by redesigning digital FAQs and scheduled email content, leading to a 25% drop in repeat enquiries.
- Created and maintained content across 10+ internal touchpoints, ensuring consistent, timely, and accessible updates about academic services.
- Collaborated with cross-functional teams to coordinate campaigns that promoted key university deadlines, mental health services, and academic resources.
- Contributed to internal communications planning by identifying common student information gaps and proposing solutions to improve clarity and engagement.

Senior Graphic Designer, Branding & Marketing, Growth and Development Limited (GDL)

Lagos, Nigeria

Impact Highlights:

Nov. 2021 – Dec. 2022

- Developed and executed internal communication campaigns to support the launch of new financial products, contributing to a projected 20% increase in client acquisition.
- Designed over 100 high-impact creative assets, including newsletters, leadership presentations, and intranet visuals to reinforce internal awareness and alignment with strategic goals.
- Collaborated with cross-departmental teams to ensure brand consistency across all employee-facing content and internal engagement materials.

- Supported leadership communication by translating technical product updates into visually engaging formats for non-technical internal audiences.
- Applied a creative approach to develop new packaging and campaign designs from concept to delivery, helping the brand stand out against competitors.

Senior Executive, Design and Communications, Creativexone Group
Impact Highlights:

Lagos, Nigeria
 Jan. 2020 – Oct. 2021

- Created compelling content for over 20 public-facing campaigns, contributing to a 75% average increase in client engagement and brand visibility.
- Developed targeted messaging materials and internal toolkits that improved employee engagement scores by 80% and strengthened employer branding.
- Collaborated with cross-functional teams to maintain messaging consistency across 10+ platforms, increasing brand recall by 60%.
- Monitored and optimised campaign content, resulting in a 30% increase in reach and a 12% boost in internal communication effectiveness.

Art Director, JK&O Limited
Impact Highlights:

Lagos, Nigeria
 Jan. 2019 – Dec. 2019

- Contributed to the creative direction of major marketing campaigns, developing visually impactful designs that strengthened brand identity and increased audience engagement.
- Led the production of high-quality design assets for digital and print media, ensuring timely delivery of over 22 successful client projects.
- Collaborated with senior designers and cross-functional teams to execute branding strategies that enhanced client visibility and market positioning.
- Managed design workflows to ensure seamless execution of marketing materials across multiple platforms.

VOLUNTEER EXPERIENCE

Head of Digital Media, Sound and Publicity, City of God Christian Centre
Impact Highlights:

Middlesbrough, UK
 Jan. 2023 – Present

- Led end-to-end production of high-quality audio, video, and visual content tailored for online and in-person audiences.
- Enabled cross-departmental collaboration by delivering tailored media and tech support for church-wide events, resulting in smoother execution and stronger message delivery across platforms.
- Upskilled team capabilities by designing and delivering hands-on training in media production and IT systems, boosting volunteer confidence and technical performance.

Graphic Designer, Adenydd
Impact Highlights:

Swansea, Wales, UK
 Feb. 2023 – Dec. 2024

- Boosted brand visibility and engagement at Adenydd through creative direction and impactful visual content across digital and print channels. Ensured consistent messaging by managing cross-functional design projects and aligning communications with brand identity.
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EDUCATION

MA Visual Communication (with Advanced Practice), Teesside University
Grade: Distinction

Middlesbrough, UK
 Jan. 2023 – Jan 2025

Postgraduate qualification with a strong focus on Design Thinking, Graphic Design, Brand Identity Systems, and Digital Storytelling. Gained hands-on experience in Adobe Creative Suite, packaging design, and sustainable brand strategy through applied research and professional practice.

B.Sc. (Hons.) Sociology, Ekiti State University
Grade: Second Class Upper

Ekiti, Nigeria
 2012 – 2018

PROFESSIONAL CERTIFICATIONS

Certified Digital Designer (CDD), American Design Drafting Association/American Digital Design Association
 Adobe Certified Professional in Visual Design
 Adobe Certified Professional in Graphic Design & Illustration Using Adobe Illustrator
 Adobe Certified Professional in Visual Design Using Adobe Photoshop
 Advanced Diploma in Innovation and Design Thinking, Tekedia Institute, Boston, USA
 Mini-MBA, Business Administration Management, General, Tekedia Institute, Boston, USA

In view
 Jan. 2025
 Jan. 2025
 May 2024
 Sept. 2021
 Jan. 2022

TECHNICAL SKILLS

Design Tools: Adobe Photoshop, Illustrator, InDesign, Premiere Pro, After Effects, Figma, Canva,
Web & Productivity: WordPress, Microsoft Office Suite, Google Cloud Suite (Docs, Slides, Sites), HTML
Platforms: Mac & Windows OS

REFEREE(S)

Provision will be made available on request.