

Muiz Demola Ojulari

Brand and Marketing Designer

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SUMMARY

Marketing designer with 6+ years of agency and in-house experience creating performance-driven visual content for B2B and B2C technical campaigns. I partner with marketing teams from brief to results, designing motion and static content, tracking performance, and iterating formats until campaigns hit targets. Proficient in Adobe Creative Suite, Figma, and AI tools. Experienced across fintech, tech, education, and sports sectors. Creator of [Red and the Rest of Us](#), an original animation series across TikTok, Instagram, and YouTube with 50,500+ views.

WORK EXPERIENCE

Creative Specialist

Feb 2024 – July 2026

Onewater, Germany

A registered social enterprise in Germany.

- Led design and motion for the [Global Environment Facility's IWC10 30 Years Celebration](#), owning UI design and the introductory animation from concept to delivery.
- Designed the communications page for the UNDP Euphrates website, improving clarity, navigation, and visual hierarchy.
- Created motion graphics campaign for Walk of Water Photo Contest in partnership with UNESCO that reached over 650,000 people and significantly increased contest entries worldwide
- Designed and delivered marketing materials such as brochures and banners for in-person events, ensuring consistency with brand and stakeholder requirements.

Brand Designer

June 2024 – September 2025

DesignGuru, United Kingdom

A subscription-based design agency for SMEs in the UK.

- Named Standout Designer for achieving an increase in paid subscriptions through targeted visual campaigns.
- Delivered over 250 creative assets, including motion graphics, UI animations, branding, and social media ads, directly contributing to client retention and campaign engagement.
- Collaborated with cross-functional teams (marketing, events, editors) to produce high-impact visuals for fashion, gaming, education, and tech sectors, enhancing client conversion rates by 15%.
- Created comprehensive brand books, event videos, and paid media assets for clients in SaaS, telco (e.g., MATE), education (e.g., LCCA), and health/lifestyle sectors, strengthening brand consistency across platforms.
- Quickly adapted to new tools (e.g., Magma, Firefly Ai) to meet evolving client needs, producing impactful illustrations that directly contributed to increased subscription conversions.
- Recognised for exceptional creative consistency, fast turnaround, and adaptability, earning repeat business from clients and agency teams.

Freelance Marketing Designer

Feb 2021 – Sept 2023

Operated as an independent graphic designer, working with clients in the tech and financial industry.

Selected Projects:

Onafriq (formerly MFS Africa)

- Designed three quarterly investor newsletters communicating performance, strategy, and growth updates.
- Built reusable social media templates and delivered on-demand design support for ongoing communications

IWLEARN

- Creative Lead for anniversary celebration interactive storymap experience
- Directed three-layer presentation: animated introduction video (After Effects, Adobe Animate), interactive map (Mapbox), and custom landing pages (Figma)
- Self-directed learning of Mapbox platform to deliver innovative solution for showcasing global projects.

Brand Marketing Designer

Dec 2018 - Jan 2021

Transsion Holdings

Chinese manufacturer of mobile phones and the largest smartphone manufacturer by sales in Africa.

- Supported the in-house marketing team by creating over 5000 digital design assets for the company's news app.
- Executed production of physical marketing materials including flyers, posters, and exhibition stands
- Produced fundraising design materials (presentation, designs, and videos) that contributed to securing investments for the news app.

Brand Designer

May 2017 - Oct 2018

Digital Marketing Skill Institute

A global digital marketing skill institute with branches in the US and Nigeria.

- Produced social media designs for online promotion of courses.
- Created brochures for events and functions.
- Generated physical branding materials like brand shirts, banners, event stands, and many more for marketing purposes.
- Developed 20+ media materials for course testimonials online that resulted in hundreds of thousands of views and converted paying customers.

Marketing Intern

May 2012- March 2013

STB-McCANN

Advertising agency

- Assisted on event activations and campaigns.

EDUCATION

University of Lagos | B.Sc Mass Communication

Majored in Public Relations and Advertising

CERTIFICATION

CG Fast Track | Blender Mastery (3D software)

DesignerUp | Product Design (UX/UI)