

# Richard Ademola Adedeji

Graphics Designer / Web designer / Computer Engineer

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## Professional Summary

Innovative and results-driven digital creative professional with 15+ years of expertise in graphic design, web design, and social media management. Proven track record of delivering visually compelling designs, optimizing user experiences, and driving brand growth through data-driven digital strategies. Skilled in leading cross-functional teams, managing complex projects, and leveraging cutting-edge tools to achieve measurable results. Passionate about creating impactful digital solutions that align with business goals.

## Core Competencies

- Graphic Design & Branding (15+ years)
- Web Design & Development (7+ years)
- Social Media Strategy & Management (7+ years)
- Laptop and mobile phones repairs (15years ) software and hardware
- Digital Marketing & Content Creation
- Team Leadership & Project Management
- Data Entry & Performance Optimization
- Adobe Creative Suite, office suite, WordPress, HTML/CSS
- Brand creativity and brand awareness(printing press)

## Professional Experience

Sinatra Place/ Club Carica – Web designer & Social Media Manager

[2024 till date] Remote

- Designed and maintained responsive, user-friendly websites, improving site traffic by 30% and reducing bounce rates by 20%.
- Executed social media strategies that boosted engagement by 40% and grew follower counts by 50% across platforms.
- Collaborated on content creation and managed digital marketing campaigns, driving a 25% increase in lead generation.

## Digirams247Limited -Team Lead, Graphics Designer

[2020] Remote

- Spearheaded a team of 8 designers to deliver high-quality visual content for digital and print media, resulting in a 25% increase in client satisfaction.
  - Developed innovative design concepts that aligned with client branding and campaign objectives, contributing to a 15% growth in client retention.
  - Managed end-to-end project timelines, ensuring 100% on-time delivery of design assets.
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## Bebggie Global Services Social Media & Web Manager

[2020] Remote

- Oversaw website development and performance optimization, achieving a 20% improvement in page load speed and SEO rankings.
  - Curated engaging social media content and analyzed campaign performance, increasing brand visibility by 35%.
  - Implemented data-driven strategies to enhance online presence and customer engagement.
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## Alfonso and Co ,Texas USA – Web Designer & Graphic Designer

[2025] Remote

- Designed visually appealing websites with a focus on UI/UX, resulting in a 20% increase in user engagement.
  - Produced creative graphic materials for marketing campaigns, contributing to a 15% boost in brand recognition.
  - Collaborated with clients to translate ideas into effective designs, ensuring alignment with business goals.
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## Kokun Integrated Service- Graphics Designer (Safety Awareness)

[2008] Remote

- Created educational and safety-awareness designs, including brochures, posters, and digital content, improving internal and external communication effectiveness.
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- Designed materials promoting safety protocols, contributing to a 10% reduction in workplace incidents.

## Covenant University – Data Entry Officer

[2006] hybrid

- Managed accurate data entry and maintained organized records, ensuring 100% data integrity and reporting accuracy.
  - Collaborated with departments to streamline data processes, improving efficiency by 15%.
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## Education

Pre-degree in Computer Engineering Lagos State University (Epe Campus)

National Diploma in Computer Engineering– Lagos City Polytechnic

Diploma in Graphic Design – Kingston Institute

Web Designer Certification – [NIIT]

Solcom Tech A++

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## Technical Skills

- Design Tools: Adobe Creative Suite (Photoshop, Illustrator, InDesign), Canva, Corel draw
  - Web Development: WordPress, HTML, CSS, JavaScript (basic)
  - Social Media Management: Instagram, Facebook, LinkedIn, X (Twitter) ect
  - Data entry: Google Analytics, , Excel, word
  - Project Management:
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## Achievements

- Increased client retention by 70% through innovative design solutions and client-focused strategies.
  - Grew social media engagement by 90% and follower counts by 80% across multiple platforms.
  - Improved website traffic by 60% and reduced bounce rates by 20% through SEO.
  - Enhanced brand visibility by 85% through data-driven digital marketing campaigns.
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## References