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## PROFESSIONAL PROFILE

Seasoned designer with over 10 years experience working in design and advertising for clients in the telecommunications, FMCG, oil and gas, finance, manufacturing and hospitality industries in UK and Africa. Quick to grasp new ideas/concepts, and develop innovative and creative solutions. Able to work well on own initiative and demonstrate the high levels of motivation required to meet the tightest of deadlines. Key skills include project management, problem solving, negotiation, ideas generation, attention to detail and speed.

## CAREER DEVELOPMENT

### **Oxford & Cherwell Valley College, Oxford (November 2009 – Till Date)**

#### *Design Coordinator*

- Provide project coordination to a range of annual and bi-annual promotional items, advertisements, publications including the Website.
- Maintain the college corporate identity and assist in the development of emerging brands for the college curriculum areas.
- Maintain and develop the College house styles and assist staff in producing materials that are consistent with our Identity.
- Develop and maintain professional working relationships with external printers, consultants, designers (student designers), photographers and other agencies essential to the delivery of high quality promotional materials.

### **Institution of Structural Engineers, London (November 2008 – October 2009)**

#### *Design Consultant*

Provide design and production support to the Marketing and Communications Team in the delivery of the Institution's re-brand of the necessary Institution-wide marketing, communications and events collateral and inline with the overall marketing and communications strategy.

- Ensure all design and publicity materials follows the new house style and brand guidelines
- Responsible for detailed checking of files before sending them to print companies
- Arrange and co-ordinate the design and production of leaflets, brochures, reports, etc to ensure jobs are completed on time, within budget and without technical problems
- To liaise with the Journal production team (in particular, the Art Editor and Design Coordinator) to balance workload and resource.
- Assist marketing manager with occasional copywriting and proofing.
- Liaise with design agency and other stakeholders to ensure delivery within time and budgetary constraints
- Source and negotiate print costs to reduce the overall marketing spend

### **Homeserve Membership, London (October 2007 – September 2008)**

#### *Senior Graphic Designer*

Responsible for the design, development and production of publicity materials as per the specifications supplied by Group Employees and external clients, ensuring all designs and branding adhere to corporate identity guidelines. Manage projects from briefing to supplying print ready artwork, ensuring all work is prioritized and delivered by the relevant deadlines

- Designed and produced over 75 Direct Mail campaigns annually (c.1.5m recipients and budget of c. £450K)
- Developed an efficient and effective filing system for stock images and artwork files
- Managed 2 in-house Designers, and 3 freelance designers and the day-to-day running of the studio
- Prepare briefs for freelance designers and print agencies

- Created design templates used as pitch documents by the New Business Team which shortened the time used in creating presentation documents and were used to win several new clients including Smeg, Corgi, Daewoo, Sony and Lec
- Improved productivity of the design team by negotiating the upgrade of both software and hardware
- Ensured that all intellectual property rights belonging to the Group are protected
- Writing and presenting weekly reports using Excel and Word
- Provided advice, information and guidance for the business on Financial Services Authority (FSA) Financial Promotions guidelines to help ensure that all work produced is compliant (where appropriate).

### **Cohesion Design Services, Tonbridge, Kent (July, 2005 – September, 2007)**

*Senior Graphic Designer*

Designed for print with involvement all through project lifecycle including print management. Received and interpreted briefs from Creative Director or direct from clients.

- Designed and print managed 10 to 15 event/exhibition and conference materials annually, making sure that projects were delivered to time and budget
- Assist with the planning of events and conferences
- Responsible for 3 designers and an artworker as well as mentoring interns
- Made presentations to stakeholders and updated all stakeholders on project status.
- Corresponding with stakeholders using written letters, email and on phone
- Sourced and purchased images and commissioned and directed photo shoots
- Design for web using XHTML, HTML and CSS (flash banners, websites, e-flyers, e-newsletters and e-mail marketing campaigns)
- Send out bulk emails using clients web-based bespoke email marketing application.
- Advising on appropriate use of logo and design elements according to corporate guidelines
- Project managed all jobs with the aid of Design Management Tools (Filemaker Pro and Co-efficient)
- Generating weekly project/status reports using Coefficient, File Maker Pro or Excel
- Obtained estimates for projects and checking printers proofs

### **Freelance designer, London (April - July, 2005)**

- Designed web sites
- Designed the financial reports for two offshore banks and managed print production
- Worked on several Corporate identities – Logo designs and stationery.

### **Design Pro Initiative (a subsidiary of Saatchi and Saatchi), Lagos (May, 2001 – March, 2005)**

*Deputy Creative Director (2003 – March, 2005), Group Art Director (2001 – 2003)*

Seconded from Saatchi And Saatchi to start up and develop strategic design agency. Responsible for sourcing new business and managing the design team.

- Designed calendars, annual reports, billboards, brochures, cards, fliers, identities etc for companies such as MTN Nigeria Communications, Citi Bank, TotalFinaElf, Abuja Sheraton, Ford Foundation, Cadbury, Central Bank of Nigeria, and Nigeria National Petroleum Corporation.
- Liaising with clients to receive briefs and make presentations
- Provide the General Manager with weekly project reports using Microsoft Word
- Art directing photography
- Managed a team of 2 designers and a client service executive
- Trained junior art directors in the use of computer graphic software.
- Reduced running costs of the studio by 10% by sourcing for suppliers with flexible pricing

### **Saatchi & Saatchi, Nigeria (August, 1998 – May, 2001)**

*Art Director 1 (1999 – 2001), Art Director 2 (1998 – 1999)*

- Visualized and designed creative materials i.e press, calendars, annual reports, brochures, cards, billboards, created storyboards for TV and art directing photography sessions.

- Supervised end-to-end design projects/production on annual reports, calendars, brochures etc.
- Made presentations to clients.

## **EDUCATION**

Advanced Diploma in Marketing  
(January – September, 2004)

B.A. Fine and Applied Arts (Graphic Design Major)  
(September, 1991 – June, 1997)

5 GCSE credit passes including English and Mathematics  
(1984 – 1990)

## **CERTIFICATIONS**

Adobe Certified Expert, Indesign CS4  
Adobe Certified Expert, Acrobat Pro 9

## **AWARDS**

2006 Portfolios.com Silver award for Stationery design

## **SOFTWARE SKILLS**

Adobe Photoshop, Adobe Illustrator, Adobe Indesign, Fireworks, Flash CS4, QuarkXpress, Microsoft Office Suite, Adobe Pagemaker, Adobe Acrobat, Co-Efficient, Dreamweaver and Corel Draw