

TSEME MAMUDU Visual Designer

🏠 TORONTO, Canada

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Desktop View

PROFILE

Multidisciplinary visual designer with 8 years of experience helping brands create innovative design concepts to drive user engagement – Established record of bringing ‘outside-the-box’ thinking with profitable turnover to businesses.

- A creative, forward-thinker who is aware of current trends, personifies excellent communication and time management skills.
- Proficient with the skills and understanding of the following: Adobe Creative Suite (InDesign, Photoshop, Illustrator, Lightroom, Acrobat, Adobe XD, Figma), Procreate, Canva, Microsoft Office Suite, Google Workspace.
- Prior experience managing projects on a wide range of graphic design material including digital asset management, communications, advertising, and product photography.
- Experienced in web design and custom video editing.
- Exceptional understanding of the print process and web production.
- Experience in collaborating within a cross-functional team environment, analyzing and incorporating creative feedback.
- Specialized in conceptualizing plans, designs, and production of graphics across multiple channels including video, digital, email, and social.
- Experienced in implementing sequence pacing, scene transitions, typographic layout in motion design.
- Demonstrated project ownership, problem-solving ability, follow-through and responsiveness regardless of project size or scope.

EMPLOYMENT HISTORY

July 2023 Dec 2025	Senior Digital Designer Snappic	South Africa Toronto
	<ul style="list-style-type: none">• Led UI design for core event workflows (capture, effects, galleries, sharing), delivering end-to-end UI across web, emails and mobile devices.• Designed customizable photo overlays, galleries, and microsite templates, enabling client branding while maintaining usability.• Collaborated with product and engineering to ship interactive UI elements (QR sharing, live previews), improving user engagement.• Developed campaign design systems for over 12+ feature launches annually - Including monthly insider events and experiential set-ups.	
Oct 2023 April 2025	Digital Designer Bauer Hockey	Toronto
	<ul style="list-style-type: none">• Designed digital assets and launch webpages for multiple product releases, creating cohesive campaign experiences across web, email, and promotional channels.• Collaborated with the UX Manager to refresh the website experience through updated visuals, interactive elements, and micro-interactions that improved usability and engagement.• Created marketing email campaigns and promotional assets for product launches and MVP sweepstakes initiatives across digital platforms.• Crafted visual and interactive UI elements for the Bauer MVP loyalty program and sweepstakes entry journeys, making point-earning and tier progression clearer and more engaging	
Feb 2022 Aug 2023	Visual / Graphic Designer Major's	Toronto
	<ul style="list-style-type: none">• Redefined the company's visual identity to better resonate with next-generation vegan consumers through targeted brand and marketing design.• Art-directed the storefront design and merchandise for the product launch, contributing to 250 in-store newsletter sign-ups.• Designed 13 product packaging designs across multiple SKUs, establishing a cohesive visual direction across the product line• Leveraged the use Adobe creative suite and Figma to create high fidelity wireframes to assist hand off to dev team.	

Jul 2021
Dec 2021

Graphic Designer | MH3 Group

Toronto

- Created visually engaging Microsoft PowerPoint pitch presentations delivered by the CEO to existing and potential stakeholders, resulting in a 50% increase in investors;
- Developed data visual elements to aid marketing efforts, solidifying brand attraction using Adobe Illustrator.
- Elevated brand digital assets to accommodate visually impaired audiences by implementing accessibility designs.
- Designed social media ads, banners, emails, merchandise and display ads. multiple design tasks for the internal and external design projects

Mar 2019
Jun 2020

UI/UX | Graphic Designer | Notable Life

Toronto

- Collaborated with members of other functional teams (Marketing, Software Development and Copy Writers) to collect and implement insights on best practices.
- **Roar Organic:** Developed high fidelity wire-frames and prototypes with integrated web accessibility for a more inclusive audience, resulting in a 25% increase in site visits.
- Designed graphic content, product photo-shoots and video creation to promote user engagement on social platforms, increasing conversion rates by 30%.
- **Chatime Atelier:** Developed marketing campaign material for a luxury pop-up experience in Toronto's largest mall.

Feb 2018
Dec 2018

Visual Designer | Atafo

Lagos

- Managed a team to develop marketing material for the bridal atelier launch- a segmented service under the brand.
- Redesigned the company logo and brand style guide to stay relevant and ahead of trends in the fashion industry.
- Executed design projects for sales, marketing, and HR campaigns, with an emphasis on building a cohesive brand experience across multiple touch points.
- Illustrated set display concepts for the SS19 collection during the Nigerian fashion week show.

Aug 2015
Jan 2018

Media and Creative Assistant | Brand Footprint Communications

Lagos

- Worked independently on the idealization and development of brand design material for small business clients.
Client: Baileys: Assisted the creative direction of the Bailey's Mother's Day Activation for the Nigerian consumer market, solidifying the brand's stance among competitors.
- Designed pitch decks that supported conversion of prospective clients into long-term partners
- Worked on over 10 mid to large scale projects in the design, production, and creation of video and photographic assets.

EDUCATION

Jun 2020

PGD | UI/UX and Interactive Media, Centennial College

High Honors

Toronto

Jun 2015

B.Sc. | Media Advertising and Public Relations, Babcock University

High Honors

Nigeria

TOOLS

Microsoft PowerPoint
Adobe Lightroom
Adobe InDesign
Adobe Illustrator

Adobe Photoshop
Premiere Pro
Procreate
Canva

Figma
Adobe XD
Sketch
HTML | CSS | JAVA

SKILLS

Graphic Design
UI Design
Brand Design
Packaging Design

Photography & Editing
Social Media Management
Wire-framing
Prototyping

EXTRA-CURRICULAR EXPERIENCE

Apr 2020

Graphic Designer, BPTN

Mar 2020

Web Designer, Media Collective Toronto - Hillsong