



Amos Adéjimi Portfolio



About Me

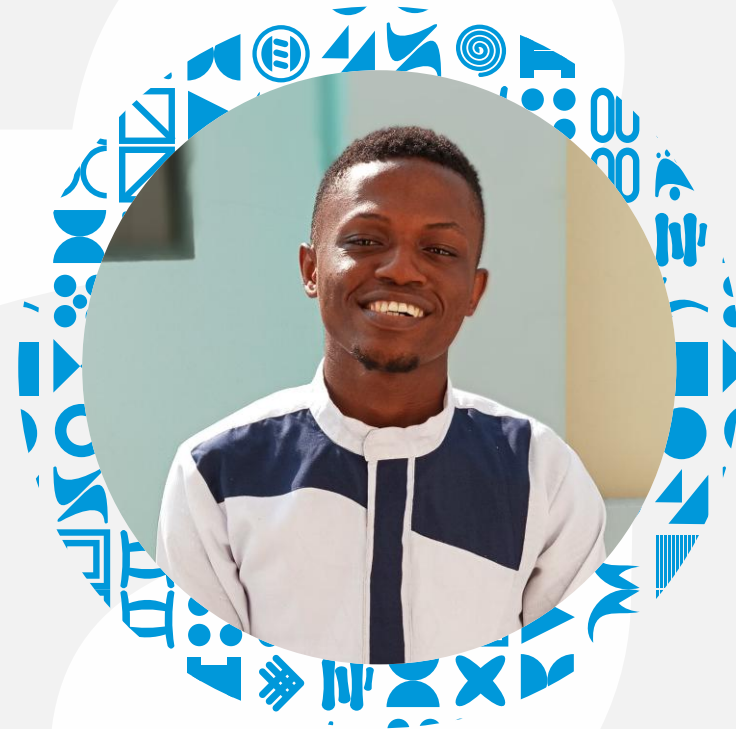
I am a Brand Experience Designer and Content Writer with over four years experience in both fields. I am also a certified Digital and Inbound Marketer.

I have helped brands build images that shape their public perception and ultimately, made more sales. I have worked with brands like ProtectOzone, LivingBrands, WebExpertsNg, YadaVersity, SkillNG, The Customer Serviced Company and more.

My philosophy of design is to put the users first and also focus more on utility rather than aesthetics in design.

I enjoy working with organisations and individuals that provide avenue for development of my skills as well as the organisation.

I am proficient in the use of Photoshop, CorelDraw, Adobe Illustrator and the MicroSoft Office Applications.



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Logofolio

I involve my clients in my work process by asking relevant questions like these;



Target Audience



Brand Competitors



Brand Values and Promise

These questions help me execute designs that do not only appeal to the eye but also function for the client's intended purposes.

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ariva

DESIGN™
BRANDS

MedCart

Flowers
& Ribbons

SKILLING

StartSocial
by WebExpertsNG



DD Blings



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VOT
COSMETICS

Adùn

Adùn is a Drinks Company that focuses on healthy drinks for people who have sweet tooth but are also conscious of their health.

Adùn means sweet or sweetness in Yoruba and the straw in the logo mark tilts to the left to represent the tonal mark of the word.

Orange is employed as the primary colour because it elicits excitement which is part of the company's promises.

Green is selected as a nod to the healthiness of the brand's products.



Àrìyá

Àrìyá in Yorùbá means being happy, celebration, excitement, party and almost everything fun.

The Àrìyá Brand is a startup that wants to reshape the idea of Traditional Weddings by bringing more fun to them without losing touch with traditional norms that surround the rite.

The circular motifs in the word mark represent celebration and party drawing reference from Ankara fabrics mostly used in Nigerian parties.



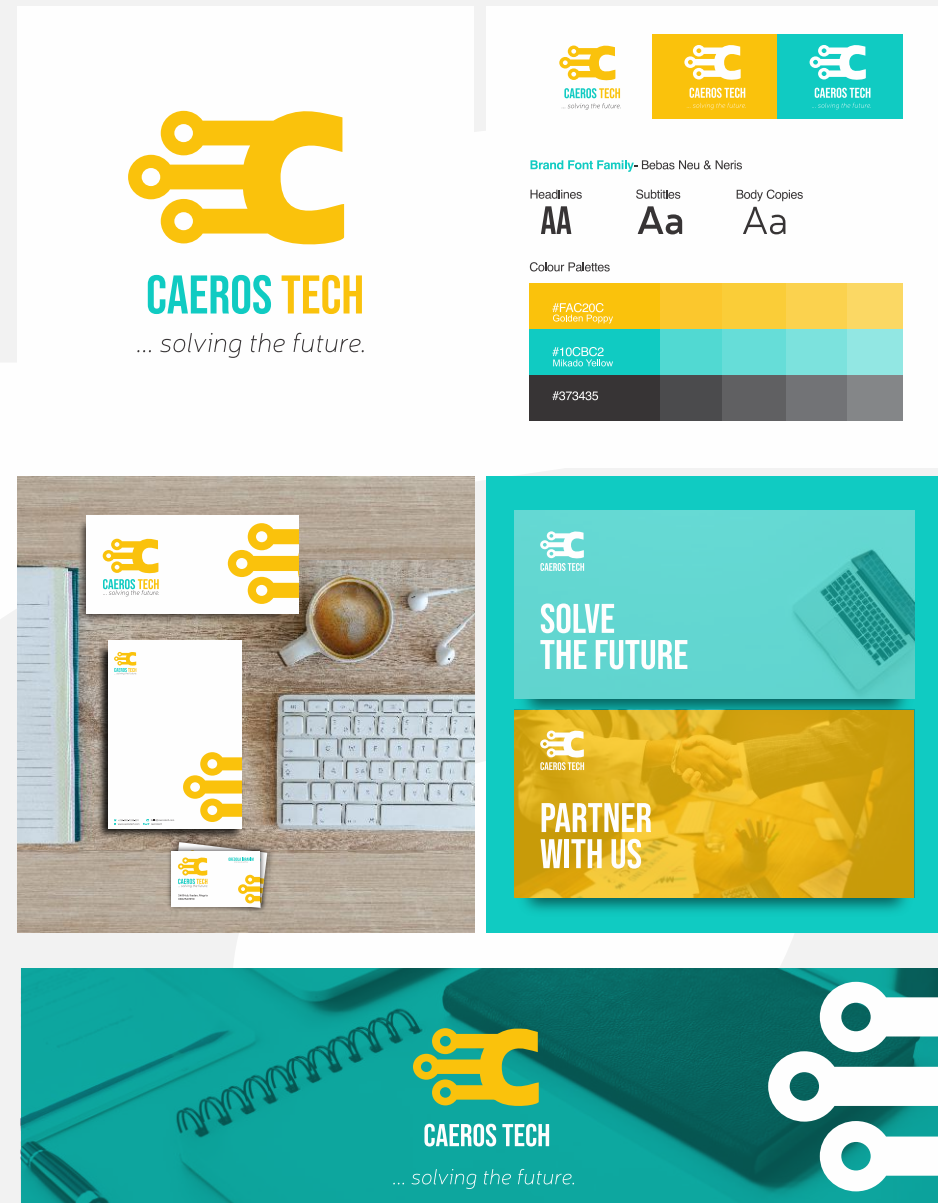
àrìyá

Caeros Tech

Caeros Tech is a Tech Startup that promises to deliver futuristic and swift tech solutions.

“Caeros” is derived from the Greek Word “Kaeros” which although vague when translated to English means the time when something critical or successful happens.

The Caeros logo is a promise that the brand uses available tech (The three fibre optics cable) to solve problems swiftly.

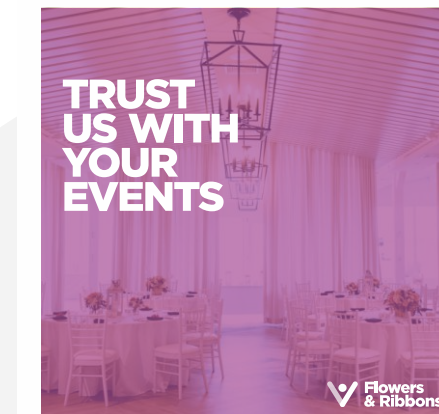


Flowers & Ribbons

Logo design for Flowers and Ribbons, a Nigerian Event Management Company that promises clients happiness.

I avoided using regular logos that involve florals and elegant typefaces that is mostly common in the Event Management industry in order not to restrict the brand to just ceremonial event planning.

The logo is an abstract representation of a happy person, a promise the brand is giving their customers.



Fortvest

Fortvest is an investment company with interest with many investment portfolio.

The Fortvest logo represents the promise that every investment, deal, transaction or activity done by the company is secured and will grow.

Blue represents Trust, a core value of the company while Gold represents wealth, a core service of the company.



Posters & Flyers

Understanding that the primary aim of design is to perform a certain function, I design flyers and posters not based on trends or aesthetics alone but basically to attract the target audience of the client.

included in this portfolio are some of my selected designs.

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Thank You.

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