

UGOCHI UMEUGO

GRAPHIC DESIGNER/ ILLUSTRATOR

PORTFOLIO
WWW.UGOCHI.CA

PHONE
647.410.7843

EMAIL
UGOCHI.UMEUGO2@GMAIL.COM

PROFESSIONAL HISTORY

NOVEMBER 2021 - SEPTEMBER 2024

GRAPHIC DESIGNER/ILLUSTRATOR BANFIELD AGENCY

- Created innovative design concepts and illustrations for marketing campaigns, social media content, and other visual materials, enhancing brand visibility.
- Ensured timely delivery of projects in fast-paced, deadline-driven workflows, maintaining high-quality standards and client satisfaction.
- Developed visually compelling assets for high-profile clients, contributing to cohesive branding strategies and increasing client engagement.

ONGOING

FREELANCE GRAPHIC DESIGNER SELF EMPLOYMENT

- Specialized in creating compelling visual solutions for diverse clients, leveraging advanced skills in Figma and Adobe Creative Suite to deliver high-quality digital and print media projects.
- Led the design of eCommerce websites, enhancing user experience and increasing online engagement through innovative design strategies.
- Collaborated with clients to ensure project goals were met with creativity and precision, resulting in an increase in client satisfaction and retention.

APRIL 2015 - MAY 2016

GRAPHICS AND MARKETING COORDINATOR BOSLEY REAL ESTATE

- Collaborated with 75 agents, staff, and vendors to create diverse corporate and agent-specific marketing materials, enhancing brand visibility.
- Led projects from design to final print and web distribution, delivering visuals that strengthened brand presence and supported agent success.
- Ensured timely delivery of high-quality projects, maintaining client satisfaction and meeting tight deadlines.

MARCH 2014 - APRIL 2015

ART DIRECTOR MAXX GLOBAL CONCEPTS

- Refined company logos for engraving on branded merchandise, adhering closely to brand guidelines, ensuring consistent brand messaging.
- Delivered high-quality modifications with speed and precision, enhancing overall project efficiency and client satisfaction.
- Offered creative insights to improve outcomes, contributing to the successful completion of multiple projects within tight deadlines.

APRIL 2013 - DECEMBER 2013

GRAPHIC DESIGNER/WEB ADMINISTRATOR AVRON FOODS

- Created impactful flyers, product photos, and web assets to unify brand presence across print and digital platforms, enhancing brand consistency.
- Contributed to campaign ideas, taglines, and visuals, while developing catalogs, ads, and website graphics, increasing client engagement.
- Managed and updated four company websites, ensuring consistent brand messaging and improving user experience, resulting in a 5% increase in site traffic.

ABOUT ME

I'm a graphic designer with over fifteen years of experience honing my craft, creating bold, impactful designs that connect, communicate, and resonate. My professional experience in Toronto has enabled me to collaborate with a diverse range of clients, including large agencies, tailoring solutions to meet their unique needs. For me, design is about more than aesthetics; it's about purpose, function, and making a lasting impact that people can feel, see, and remember. No challenge is too big or too small; I thrive in fast-paced environments, delivering results that are as effective as they are beautiful.

EDUCATION

YORK UNIVERSITY, 2014
B.A. PSYCHOLOGY

EXPERTISE

ADOBE PHOTOSHOP
ADOBE ILLUSTRATOR
ADOBE INDESIGN
FIGMA
ADOBE AFTER EFFECTS
ADOBE PREMIERE
VIDEO EDITING
MOTION GRAPHICS
AI-DRIVEN EFFICIENCY
WEB DEVELOPMENT
WEB DESIGN
BRANDING
ILLUSTRATION
ACCESSIBILITY