

Martins Oraka

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United Kingdom. Edinburgh

Personal Statement

- I am a highly motivated and talented Design Leader with over 10 years of proven experience in creating and editing high-quality graphic designs, PowerPoint presentations, videos, podcasts, signage, email headers and templates, and brand communication designs for various multi-platform such as social media, digital/print media, web, and email.
- Strong knowledge of design fundamentals such as proper use of typography, colour theory, research, and creative direction to lead a variety of design and video projects from concept to completion.
- Passionate about collaborating with internal teams to convey ideas into design concepts using photographs, copywriting, and innovative strategies.
- Excellent interpersonal and strong time management skills with the ability to develop relationships while collaborating with creative teams, marketing, and distribution teams, and social media teams to deliver assigned projects within the estimated timeline and achieve organizational goals.

SKILLS

Soft skills: Strong aesthetic taste and design judgment; Strong desire to learn and grow within a company; Strong attention to detail; Excellent written and oral communication and leadership skills; Ability to work under pressure and meet set deadlines; Ability to work on multiple projects and operate effectively within a fast-paced team environment; Strong project management and planning skills; Excellent analytical and problem-solving skills; Excellent organizational skills; Ability to collaborate with team members on assigned projects; Willingness to understand Canadian business and policy issues.

Technical skills: Excellent design skills, Adobe Creative Suite (Photoshop, Illustrator, and InDesign); Microsoft Suite (Word, PowerPoint, Excel, Outlook, and Teams); Motion graphics Design/video editing skills (Adobe After Effects and Adobe Premiere Pro), Blender, Element 3d, WordPress, Strong understanding of social media marketing across various platforms (Facebook, Twitter, Instagram, LinkedIn, and YouTube), MailChimp, Proofreading, and Photography. UX design and research skills (Figma)

Language skills: English (fluent)

WORKEXPERIENCE

Senior Designer, Digital and Print

2022 – Present

Ntradex

- Led design projects for both digital and print platforms, ensuring effective communication of brand messages.
- Managed relationships with marketing and sales teams, fostering collaboration throughout project lifecycles.
- Developed brand standards and educated clients on brand usage, ensuring consistency across all materials.
- Developed innovative and impactful design and video projects that met the organization's goals by collaborating with internal team members to integrate constructive feedback, recommendations, and creative direction into the projects.
- Directed photo shoots and videos for digital adverts and social media marketing while maintaining the company's website with various generated content that adheres to brand guidelines.

International

Lead Designer, Prudential Zenith Life Insurance

2021 – 2022

Prudential Life Insurance, Singapore

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- Developed brand standards and educated clients on brand usage, ensuring consistency across all materials.

- Developed innovative and impactful design and video projects that met the organization's goals by collaborating with internal team members to integrate constructive feedback, recommendations, and creative direction into the projects.
- Directed photo shoots and videos for digital adverts and social media marketing while maintaining the company's website with various generated content that adheres to brand guidelines.

Junior Designer (Digital and Print)

2019 – 2021

Zenith Bank PLC

- Designed and developed visually compelling marketing materials for various bank products and services, including website banners, email campaigns, and print advertisements.
- A/B tested different design elements to optimize campaign performance and user engagement.
- Maintained brand consistency across all design projects by adhering to brand guidelines.

Junior Motion Designer

2018 –2019

Iroko Partners (A Media Company), Lagos, Nigeria

- Managed creative requests such as photographs, logos, and brand assets from internal and external teams by providing precise schedules for the creative production process and ensuring that projects were delivered within the delivery deadline.
- Developed corporate re-branding, logo designs, email signage, brand standards, and marketing presentation templates and conducted educational training for various internal and external clients on the proper brand usage and approved guidelines.
- Positioned at the forefront of B2C and B2B marketing while collaborating with external vendors and stakeholders to build relationships with our brand.
- Hired and trained interns, freelancers, and vendors on various design and video projects such as digital designs, social media campaigns, and motion graphics.

EDUCATION

Master of Art (Motion Graphics)

2023

Edinburgh Napier University

Bachelor of Science (Mathematics and computer science)

2016

Delta State University