

DAVID NWAKA



BRAND IDENTITY AND STRATEGIST

Email: nwakad891@gmail.com **Phone:** +234808 380 0198 **Address:** P.M.B, 1515, Ilorin 240102, Kwara.
Linkedin: linkedin.com/in/nwaka-david-401277244

Highly motivated and results-oriented communication specialist with a proven ability to solve complex communication challenges through innovative design. Experienced in graphic design, visual communication, and social media content creation, consistently driving increased engagement and fostering brand growth. Proficient in Adobe Creative Suite, Google Workspace, and Microsoft Office, with a strong commitment to understanding target audiences and leveraging feedback for impactful design solutions.

Professional Experience

Director of Design

LAWRIT JOURNALS OF LAW, LAGOS, NIGERIA.

<https://lawritjournal.org.ng/>

I am currently holding a prominent **leadership role**, guiding visual communication strategies. I utilise a unique creative process: identifying problems, employing metaphors, connecting with audience emotions, plotting compelling storylines, and crafting impactful visuals and expressions. Ensures all design work effectively communicates messages, resonates with the target audience, and drives measurable growth. I actively seeks and integrates feedback to continuously refine and optimise design outcomes.

These approach has increased lawrit engagements across all their social media platforms from 15% to 25%.

Implementing the same process has also increased the number of registration in their paid bootcamp.

Graphic Designer

SPIRIT HUB GLOBAL, IBADAN, NIGERIA.

<https://lawritjournal.org.ng/>

I Developed comprehensive visual identities for various print materials and social media platforms (Facebook, Instagram, Twitter).

Created versatile designs, including countdown and drop-down visuals, tailored to specific event requirements.

Significantly increased audience engagement from 20% to 45% through strategic and impactful visual communication.

Designed an interactive flyer for the MMM program, enabling guests to easily provide contact details, which facilitated effective outreach and member engagement.

Education

Bachelor of Science (B.Sc.) in Telecom. Science

UNIVERSITY OF ILORIN, ILORIN, NIGERIA

<https://www.unilorin.edu.ng/>

Expected Graduation: 2027

Currently in my third year of study

Skills



Graphic Design

Visual Identity Development, Print Material Design and Social Media Graphics.

Visual Communication

Storytelling through Visuals, Metaphorical Design, Emotional Connection, Brand Enhancement