Daniel Unuane

Brand Designer

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Professional summary

Brand Designer with over 9 years of expertise in crafting innovative digital solutions that transform brand presence and drive user satisfaction. Skilled in utilising tools like Adobe Creative Suite and Figma to enhance user engagement and elevate brand impact through strategic design. Dedicated to pioneering collaborative design strategies that redefine user and brand experiences to set new industry benchmarks.

DEC 2022 - PRESENT

REMOTE

Lead Brand Designer , Useumbrella

- Designed user-centric products for Africa's investment market, increasing accessibility and usability for over 1 million users.
- Conducted iterative interface refinements based on user feedback, resulting in a 25% improvement in engagement metrics.
- Mentored a team of five junior designers, ensuring design consistency across 100+ assets and fostering innovative solutions.
- Collaborated with cross-functional teams to create data-driven interfaces, leading to a 30% boost in user interaction rates.
- Enhanced design impact through strategic improvements and integration of user feedback, achieving a 20% rise in customer satisfaction scores.

FEB 2022 - JUN 2023

LONDON, UK

Senior Graphic Designer, The Double H Experience

- Led UI design, boosting user engagement and brand visibility across digital platforms.
- Managed design of 50+ merchandise items, ensuring brand aesthetic alignment.
- Supervised 20+ pitch deck creation, effectively communicating brand messages to high key 50+ stakeholders and investors
- Pioneered cutting-edge UI designs for digital platforms, revolutionising user engagement and significantly boosting brand visibility across multiple channels.
- Spearheaded creation of 150+ social media designs, incorporating 3D elements to elevate brand storytelling and drive measurable increases in audience interaction.

NOV 2021 - MAY 2022

MINNESOTA, USA

Senior Graphic and UI Designer, ZSoftware Tech

- Partnered with the Senior Design Lead to craft design solutions that aligned with client goals and improved user satisfaction by 25%.
- Produced over 150 detailed wireframes and high-fidelity prototypes for digital platforms using Figma, driving a 30% reduction in development time.
- Conducted and supported user research through usability testing, interviews, and surveys with over 200 participants, leading to a 20% improvement in task success rates.
- Championed user-centric design approaches, integrating advanced UX principles that boosted overall product usability scores by 15%.
- Analysed user feedback and behavioural data from 10,000+ interactions to identify pain points, delivering iterative design improvements that increased engagement rates by 35%.

AUG 2021 - MAR 2022

LONDON, UK

Art Director, GDM GROUP

- Led 20+ projects from concept to execution, enhancing brand visibility and stakeholder engagement.
- Trained staff on Adobe Suite, boosting design efficiency by 22% and fostering team growth.
- Designed visuals for Knorr promo, elevating brand identity and consumer interaction.
- Produced 5+ video animations to showcase product features, improving client presentations.
- Recruited talent, increasing project operations by 50% and optimizing team performance.

Senior Graphic Designer, GDM GROUP

- Led design projects, enhancing brand visibility for major clients like Johnnie Walker and Jumia.
- Developed 12+ design concepts, securing stakeholder approval and boosting engagement.
- Utilized POSMS 3D for impactful brand messaging, driving nationwide recognition.
- Created innovative rebranding designs, significantly increasing user interaction. Collaborated
- on 10+ projects, supporting creative department leadership.

Graphic Designer, Skyline University Nigeria

- Created 20+ designs using Adobe InDesign for Skyline University Nigeria.
- Directed print publications ensuring accurate typesetting and typography.
- Developed over 5 layout concepts for institutional correspondence.
- Collaborated with writers and editors on 15+ Newsline publications. Worked
- with 7+ stakeholders to determine optimal creative strategies.
- Spearheaded creative design solutions, elevating institutional branding through diverse publication layouts and correspondence designs.

Digital Designer, Posop Foundation Int'l

- Designed 40+ projects, meeting deadlines and enhancing brand communication.
- Boosted social media engagement with 20+ creative post designs.
- Collaborated with clients to align designs with brand messages.
- Enhanced Adobe Creative Suite skills for refined design editing.
- Created 5+ motion graphics for impactful video rebranding.

Graphic Designer, Imagulaya press

- Designed state-approved book covers, enhancing educational appeal.
- Rebranded company visuals, refining brand identity.
- Advanced Adobe skills, improving design quality.
- Collaborated on design concepts, elevating brand image.
- Created 30+ literature book designs, ensuring author satisfaction.

Education

MA Graphic Design and Branding, University of Hertfordshire
Awared with Distinction

Program Diploma, Innovation Management, International Business Management Institute (IBMI)
Awarded with Distinction

Elements of AI, University of Helsinki

Bachelor of Arts - BA, Fine Arts, University of Benin

Product Design, Utiva

Skills

User Personas	Collaborative Problem Solving
Product Design	UI/UX Design
Graphic Design	Adobe Creative Suite
Figma	3D Design
Branding	Prototyping
Wireframing	Motion Design

Links

View Portfolio