

# DESIGN PORTFOLIO



# ■ MEET ME ■



## ADETUBO L. SEGUN

GRAPHIC/WORDPRESS DESIGNER

 <https://dsignsgfx.com.ng/>

 +2348181398819

 +2349160199116

 dsignsgfx  shegun\_dsg

### SKILLS

GRAPHICS DESIGN



WORDPRESS



UI/UX



MOTION DESIGN



A talented designer with vast knowledge in different design software. I am passionate about Art so I put my all in any visual representation I lay my hands on.

I am an all-round learner, hence take any project for not just its price but for value. With my intelligence in Color psychology, typography arrangement and custom templates creation, I AM A CREATIVE DESIGNER.

### SOFTWARES

COREL DRAW



PHOTOSHOP



ILLUSTRATOR



ADOBE XD



ALIGHT MOTION



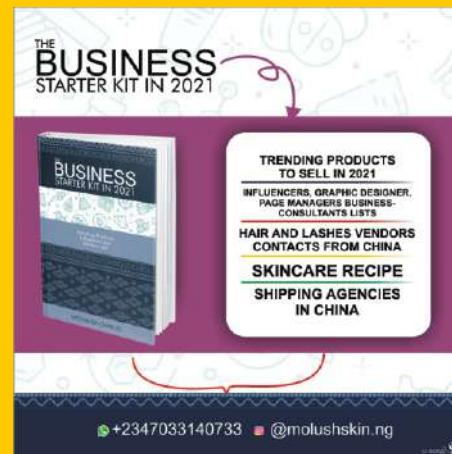
CANVA



# ■ LOGOS ■



# ■ FLYERS ■



# ■ FLYERS ■



# ■ FLYERS ■

A promotional image for the TV show 'The CEOs'. The title 'THE CEOs' is written in large, stylized, yellow letters with a textured, metallic appearance. Below the title, the text 'CAN YOU GUESS THE NEXT LOCATION?' is displayed in white, with a large question mark at the end. The background features a city skyline at night with several location pins overlaid on the buildings. The 'madelife' logo is in the top left corner, and a small 'TV' icon is in the top right corner. The bottom right corner contains the text '© 2013 madelife'.

**SouthSouth**  
DELIKACY

**OUR DISHES**

- RANGA SOUP
- COCONUT RICE
- EGG SOUP (EGG PEPPER SOUP)
- TOUGS PEPPER SOUP
- CHICKEN SOUP
- URUCHI (CHICKEN SOUP)
- URUCHI (FISH SOUP)
- URUCHI (FISH RISSE)
- URUCHI (FISH STEW)
- URUCHI (DRY FISH PEPPER STEW)
- URUCHI (FISH RICE)
- URUCHI (SOUP)
- URUCHI (SOUP)
- EGG OMO
- EGG PEPPER INCE
- EGG PEPPER SOUP
- EGG AMNU

**SIDES**

- STARCH
- MAIS
- PONDO
- EGG
- PLANTAIN (REAL)
- PLANTAIN (SWEET)
- PLANTAIN
- RICE AND BEANS

**WE ALSO COOK IN LARGE QUANTITIES FOR PARTIES**

A taste of granada's bottom pot...

A poster for a church event. At the top left is the logo of The Redeemed Christian Church of God. To the right, the text 'MUSIC DEPARTMENT PRESENTS' is written above the title. The title 'Hallelujah SEASON 3' is in large, bold, yellow letters, with 'Break Out' in white below it. Below the title is the subtitle 'The Evidence of His Grace' in white. A white dove is shown in flight on the left side. Below the dove is a group of diverse people of African descent. At the bottom, there are details for three performances: 'TUESDAY MAY 29TH 10pm - 11.30pm', 'WEDNESDAY MAY 30TH 7pm - 8.30pm', and 'THURSDAY MAY 31ST 7pm - 8.30pm'. The venue is 'Church Auditorium Central City, Lagos'. Special guests listed are 'DERRICK ALEX, ODEDEJI, BISOLA, CHINMAYA, KINGSLEY, ETC'. Also Mastering is listed as 'SOLO PRODUCTIONS'. The bottom of the poster features the text 'Come on, come on, all Jesus is Lord of all'.

A promotional banner for a relaunch discount. The banner features a woman with curly hair cheering with her fist. The text 'RELAUNCH DISCOUNT Sales' is at the top in red, with 'Sales' in script. Below it are two large offers: '20% DISCOUNT ON ALL NEW PRODUCTS' and '10% DISCOUNT ON ALL OLD PRODUCTS'. The date 'DATE: 28TH JULY - 3RD AUG 2022' is in the center. At the bottom, it says 'APPLICABLE FOR WEBSITE SALES ONLY' and 'WWW.BEPROSPA.COM/WEBSITE/ BODY ESSENCE SKINCARE'. The banner is framed with a dark border.

## ■ SOCIAL MEDIA FLYERS ■

Swift Cure (A herbal health care brand)



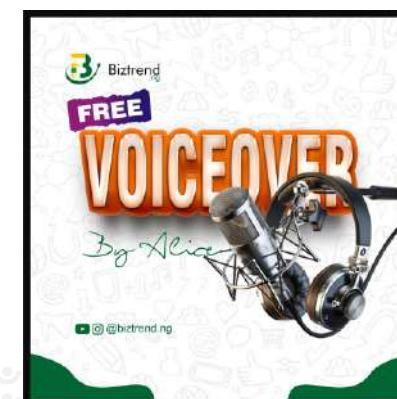
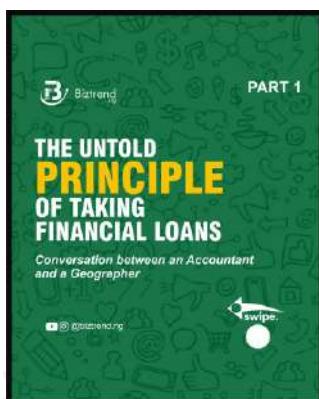
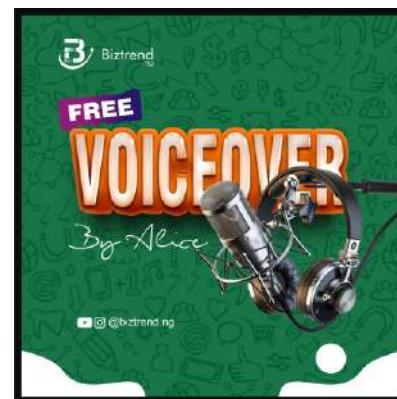
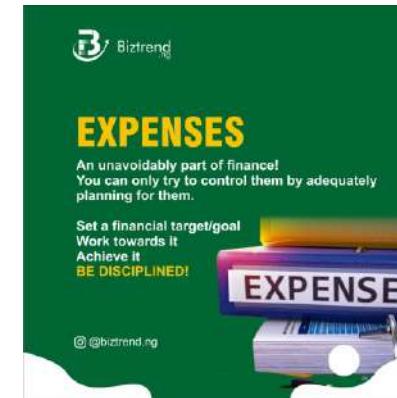
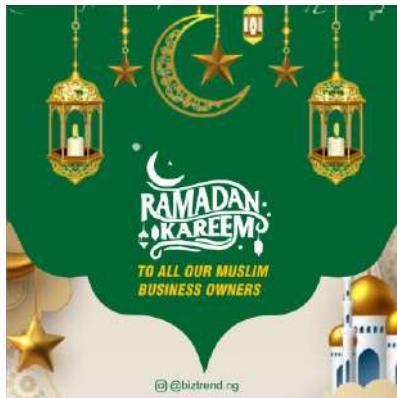
# ■ SOCIAL MEDIA FLYERS ■

Simi's Logistics (A logistic brand)



# SOCIAL MEDIA FLYERS

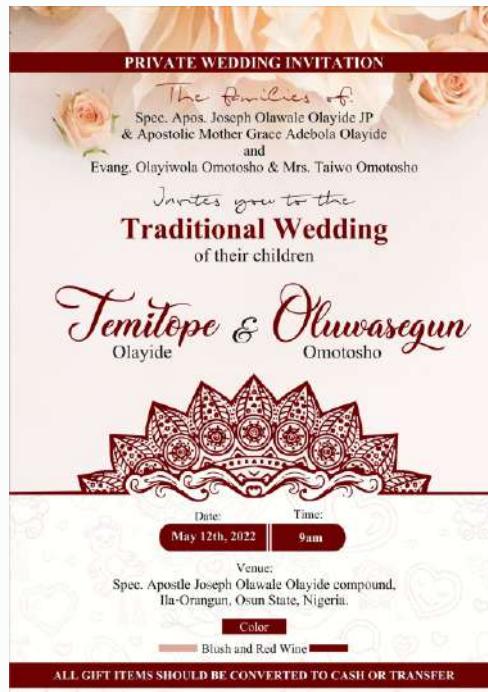
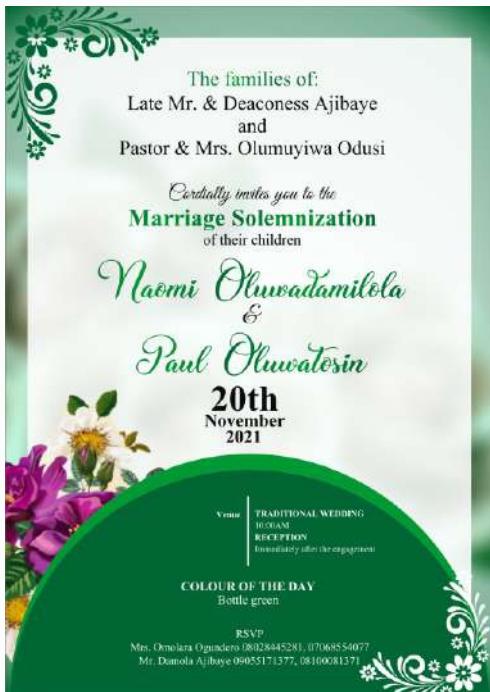
Biztrend.ng (A Financial Literacy Brand for Businesses)



# ■ INVITATIONS ■



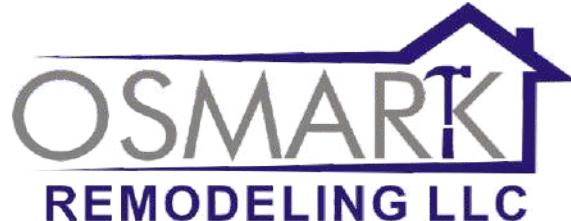
# ■ INVITATIONS ■



# ■ BOOK COVER ■



# ■ BRANDING ■



## COMPANY BRIEF

OSMARK REMODELING LLC remodels and upgrade house with a touch of class, through Painting jobs, Hardwood flooring, Plumbing, Ceramic tiling, Capentry, Electrical fixtures etc.

The company is in a competitive niche hence want to stand out among others. They needed a corporate identity that automatically illustrates their core services and attractive to users.

They are known for her strength, loyalty and integrity in bringing clients desires to reality.

## MY DESIGN PROCESS

It was easy to brainstorm the right icons to use in illustrating the brand identity after being briefed on the type of logo needed and purpose.

It started with a sketch of possible icons, representation using vectors presentation in different formats and relatable mock-ups.

## CHALLENGES

As easy as it was to get the right icons, the brand niche seem to be a very one; of which the client's request relates to other remodeling brands. Making the logo a unique one and at the same time following the client's request was a tough one.



## ICON ANALYSIS AND REPRESENTATION



The icon is a **house** representing where the company's remodeling service takes place.

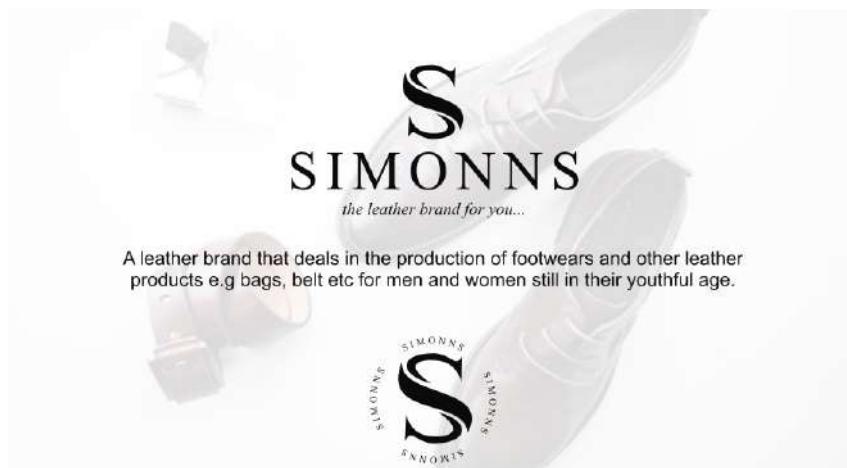


A **hammer** is a significant tool in remodeling, it is known for its heavy duty and strength.

The icons were positioned in such a way that; It aligns with the brand name being a combination mark logo type.



# ■ BRANDING ■



A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z



USAGE ON PRINTABLES



# ■ BRANDING ■



A productivity application to send email campaign, tracks delivery, click and read receipt and also schedule posts on social media.

There's need for a monochromatic logo that can be represented with icon and wordmark.

- Circles to represent the level of speed.
- Kite representing how far mail delivery service can go



talebee



# ■ BRANDING ■

S P E C I M E N I D E N T I T Y B R A N D I N G



**Oil Naija**



= Oil



= Naija

 Oil Naija

## JERRY CAN DESIGN & PRESENTATION



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# ■ BRANDING ■



**TOBI** - A leather bag design brand for women.  
As briefed, there's need for a simple but creative identity. Considering the brand niche, a combination mark was infused, creating an icon with the brand's sole initial letter "T" - carefully placed on the four edges of a square representing order, trust and stability.



## USAGE

- PRINTS (Letter head, Business card, Flier etc)
- WEBSITE (Monochromatic and Responsive)
- LEATHER IN-PRINT
- BUTTON BADGE
- PATTERN



## P A T T E R N





You have just gone through my Art portfolio, you know what I do and seen some of my jobs - I also designed some creative website (See snapshot on my website)

Do you need me for your next project? I will be glad to work with you - contact me.

# THANK YOU!

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-  <https://dsignsgfx.com.ng/>
-  +2348181398819
-  +2349160199116
-  dsignsgfx  shegun\_dsg