

# Immanuel "Walo"

# Olapoju

## DESIGNER

### summary

Everyone judges books by their covers, and that's why you need a good lawyer on your side.

I've invested thousands of hours into learning how to design with a marketing intent because design tells your customers how much you're worth.

I'm always sharpening my skills to understand humans and make them fall in love with brands through my designs.

### work experience

#### Creative Director (Contractor)

Jan 2019 - Present

Branding, rebranding & design jobs for SMEs & artists.

#### Creative Director, Recess

Jan 2019 - Jun 2019

Led the creative team to market and sell a self-help book for university students. Over 60 copies sold in the first week online.

#### Industrial Trainee, Julius Berger

Jan 2019 - Jun 2019

Supervised multiple highway construction projects around Abuja under Bld. J. Olubiyi.

#### Industrial Trainee, Femak

May 2015 - Jun 2015

Supervised the construction of the racetrack for the stadium at AISA under Engr. O. Osakue.

#### Freelance Designer

Aug 2015 - Jun 2019

Freelance branding design and marketing jobs for SMEs.

### technical proficiency

Design: Adobe Creative Suite  
Illustrator, InDesign, Photoshop, Audition, After Effects, Animate, Character Animator, XD

Reports: Microsoft Office Suite, Google Suite

Research: Google Analytics, Google Trends, Google Ads

Collaboration: Trello, Top-Tracker

Civil Engineering: Orion, Auto-CAD, Civil 3D

Music Production: Ableton

Live, FL Studio, Audacity

### formal education

#### **B.Eng, Civil Engineering**

4.12/5.00 CGPA

Covenant University

AUG 2015 - OCT 2020 (EXPECTED)

Art Director for university theatre's music

Self-published a self help book for students

Recurringly nominated head for class projects

### SSCE

BBBB (Math, English, Physics, Chemistry)

Bethany Christian Academy

AUG 2009 - JUL 2015

Organized timely meals for 360+ students •

2014/2015

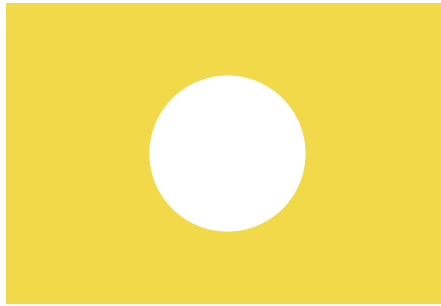
Elected Class Representative • 2011/2012

Directed the Music Club • 2014/2015

Room Head of 6 • 2014/2015

## earned certifications

- Fundamentals of Digital Marketing - Google, 2020
- Email Marketing Certification - HubSpot, 2020
- Google Analytics Individual Qualification - Google, 2020
- Google Analytics for Beginners - Google, 2020
- Advanced Google Analytics - Google, 2020



## currently learning

Branding: The Creative Journey  
**IE Business School**

UI/UX Design

**California Institute of the Arts**

Strategy of Content Marketing  
**University of California, Davis**

## tested skills

**Branding:** Design, Interface, Content, Social Media

**Copywriting:** Ads, Sales, Email marketing, Web

**Design:** Marketing, Branding, Interface

**Analytics:** Google Analytics, Email marketing

**Motion Design:** 2D Animation

**Video:** Videography, Cinematography

**Audio:** Engineering, Podcasts, Production

**Photography:** Mobile, Product



## future goals

- Release professional music albums (2020)
- Launch philosophy podcast (2020)
- Own a plantain-themed food truck, then restaurant (2021)
- Work with the UNEP to solve the climate crisis (2024)
- Establish a bee, honey & berry farm (2028)
- Help restructure the education system in Nigeria (2030)

## personal interests

Swimming  
Cartoons  
Cuisine  
Art  
Music  
Literature  
Philosophy  
Psychology



## inner motivations

- **Identity:** I found who I am, and I want to leave my mark on existence
- **Exuberance:** I want to keep growing, no matter how uncomfortable it gets
- **Revolution:** I want to challenge the usual ways of thinking to improve the human condition
- **Altruism:** I'm convinced that my life is only worth what I have to offer the world
- **Fun:** I believe that it's my responsibility to make every moment I have enjoyable, not circumstantial.

