

Williams Olayemi Martins

Visual, Brand, & Web Designer, Video Editor, Copywriter

+2347026787353

willomarty01@gmail.com

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PROFILE SUMMARY

Strategic Creative Leader with a decade of experience blending meticulous creativity and precision. I specialize in brand identities, cinematic video, and intuitive digital experiences. Having collaborated with Getcrib, Incash, and Mytherapist.ng, I bridge storytelling principles with modern design to deliver lasting digital impact.

EXPERIENCE

Getcrib, Lagos [Remote] — Marketing Designer

NOV 2024 - MAR 2025

- Spearheaded the visual design of multi-platform communication materials for MASAI socials, enhancing brand presence across Instagram and Twitter.
- Directly authored high-stakes deliverables including investment pitch decks and cinematic video content.
- Established and enforced design systems to ensure rigorous visual consistency across all brand assets.

Getcrib, Lagos [Remote] — Marketing Designer

NOV 2024 - MAR 2025

- Optimized UI/UX workflows by designing compelling visuals and app feature walkthroughs that simplified rental automation.
- Produced engaging promotional videos and feature demos, leveraging storytelling to drive user engagement.
- Collaborated with marketing teams to maintain a cohesive brand identity across all digital marketing assets.

Mytherapist.ng, Lagos [Remote] — Visual Graphic Designer

OCT 2023 - APRIL 2024

- Designed focused user interfaces and graphic visuals that increased accessibility to mental health support.
- Created educational video content and GIFs, utilizing motion graphics to reinforce the platform's mission.
- Developed intuitive digital experiences through flyers and social media content to promote mental wellness.

Incash, Lagos [Remote] — UI/UX Designer

JAN 2022 - OCT 2022

- Partnered with the UX Lead and product teams to deliver a fully functional web app, mobile app, and website.
- Utilized usability testing and user feedback to identify and resolve critical design challenges.
- Contributed to the end-to-end design lifecycle, from wireframing to high-fidelity prototyping and launch.

EDUCATION

University of Benin, Benin — B.A. Mass Communication

AUG 2021 - FEB 2025

Enikin Design Academy, Lagos — Professional Diploma in Desktop Publishing & Graphic Design

FEB 2017 - DEC 2017

SKILLS

Brand & Visual Design: Brand Identity Systems, Typography, Layout Design, Adobe Creative Suite (Illustrator, Photoshop, InDesign).

UI/UX & Product Design: User Research, Wireframing, High-Fidelity Prototyping, Design Systems, Figma, Framer, Webflow.

Motion & Video Production: Cinematic Storytelling, Video Editing, Motion Graphics, Color Grading, Adobe Premiere Pro, After Effects.

Leadership & Strategy: Creative Direction, Project Management, Cross-functional Collaboration, Visual Strategy.

CERTIFICATION

Google UX Design Professional Certificate — Coursera

Completed 2021

Google Ads Display Certification

Completed 2021

Jobhut, Lagos — *User Interface Designer*

JULY 2021 - NOV 2021

- Designed visual solutions that enhanced product aesthetics and overall user experience.
- Liaised between design and engineering teams to ensure seamless implementation of UI functionality.
- Crafted brand-aligned visuals that supported mission-critical objectives in job market creation.

Victorious Tech, Lagos — *Lead Graphic Designer*

OCT 2018 - FEB 2019

- Led creative direction for high-quality visual and print designs, managing projects from concept to delivery.
- Delivered diverse marketing materials, ensuring consistent brand identity across various industry publications.
- Leveraged impactful visuals to strengthen customer engagement and brand recognition.

Comtech Systems, Lagos — *Visual/Print Designer*

MAY 2018 - SEP 2018

- Developed sophisticated print and digital assets using industry-standard tools like Adobe Illustrator and Photoshop.
- Executed on-demand visual designs for diverse sectors, maintaining high standards of creative precision.

Mercab Prints, Lagos — *Visual/Print Designer*

JAN 2018 - APRIL 2018

- Managed production workflows with printers to ensure top-tier quality for physical visual deliverables.
- Provided creative guidance and brand identity expertise to ensure collaborative project success.
- Translated core brand values into compelling, trend-forward designs that resonated with the target audience.