

David Agbayewa

Senior Brand Designer

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PROFILE

Senior brand designer with five years across creative studios, fintech and agencies. Most recently designed the brand architecture for Related Motion Studios' five-brand ecosystem, including the governance and publishing frameworks that kept production consistent across it. Before that, sole designer for CredPal and its five sister brands. Strongest where identity meets production: brand architecture, campaign systems, packaging and print, with AI-assisted production used inside a directed workflow.

EXPERTISE

- Brand Identity & Visual Systems
- Brand Architecture & Multi-Brand Systems
- Creative Direction
- Creative Operations & Governance
- Pitch & Presentation Design
- Campaign & Marketing Design
- AI-Assisted Creative Production
- Motion Graphics
- Packaging & Print
- 3D Product Visualisation

EXPERIENCE

Ecored — Design & Creative Lead (Contract) Aug 2026 – Present

- Design and creative lead for a Nigerian building-materials brand's market debut — packaging design, product photography and content direction.
- Established the brand's initial visual language and produced its first video and product-education content solo.

MockThatInterview — Graphic & Motion Designer (Contract) Sep 2025 – Sep 2026

- Owned end-to-end product-marketing creative for an AI interview-coaching platform — brand-aligned graphics, kinetic typography and final edit.
- Held one visual and motion language across a multi-asset campaign over the full engagement.

Related Motion Studios — Senior Brand Designer Nov 2025 – Jun 2026

- Designed and documented a cross-brand architecture governing five distinct identities within one creative ecosystem.
- Built the creative governance layer — naming conventions, approval workflows, asset libraries — plus reusable publishing frameworks that held production consistent across the portfolio.
- Directed AI-assisted creative production using structured prompting inside commercial workflows.

Selected case studies: *Related Motion Studios (brand architecture), CredPal group, Greena packaging* — agbayewadavid.netlify.app

CredPal — Brand & Marketing Designer

Jun 2024 – Mar 2025

- Sole designer for CredPal and its five sister brands under one ownership — Beam, CircleWealth, Enif, Livio and Greena — spanning fintech, consumer apps and packaged goods.
- Built reusable template systems that let a small team sustain a high-volume content calendar across social, email and in-app channels without losing brand coherence.
- Carried each brand's system into print, presentation and packaging, and into seasonal and cultural campaigns.

Wildflower PR — Creative Lead

Oct 2022 – Nov 2023

- Directed creative output across multiple simultaneous client accounts and sectors, designing scalable campaign systems adaptable across digital, print and social.
- Mentored junior designers and ran quality control across production to hold agreed brand and visual standards.

The Largehouse — Design Consultant

Jun 2021 – Aug 2022

- Produced architectural and interior visualisations for pitches and client presentations, translating briefs into finished deliverables within defined scope.

TOOLS

Figma · Adobe Creative Cloud · WordPress · HTML/CSS · Bootstrap · AI creative / generative tools

EDUCATION

B.Sc(Ed), Accounting Education — Adekunle Ajasin University (AAUA), 2019