

ISHMAEL K. SUNDAY

Graphic Designer, BA

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Portfolio: [Ishmaelsunday.works](https://ishmaelsunday.works) | [Github.com/okayishmael](https://github.com/okayishmael)

Professional Summary

- Creative problem solver with 5+ years of experience in crafting compelling brand identities that drive recognition and engagement. Proficient in branding, HTML/CSS, and print and digital design, delivering high-quality visual solutions that align with strategic goals.
 - Skilled in collaborating with cross functional teams and mentoring early-career designers, with a track record of improving engagement, retention and brand performance.
 - Recognized for managing multiple projects simultaneously while collaborating effectively with stakeholders to ensure cohesive and impactful designs and fostering strong partnerships with clients, developers and creative teams.
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Core Competencies

Branding Identity Design | Print Design | Digital Design | Cross-Functional Collaboration | Data-Driven Design | Design Mentoring | Effective Communication | Project Management | Client Relations

Technical Skills

Design Tool: Photoshop, Illustrator, Indesign, After Effects, Generative AI, Canva

Development: HTML5, CSS3, Insight in JavaScript, WordPress

Marketing: MailerLite, Social Media Design

Specialties: Brand Design, Visual Story Telling, Responsive Web Developement

Employment History

Graphic Designer(Part-time) at Kofa Goods

January 2022 — Present

- Developed Kofa brand's visual identity, ensuring alignment with company vision through collaboration with non-design stakeholders.
- Branded and launched the e-commerce store, optimizing performance by integrating it with payment processor, social media platforms, and Google Analytics.
- Produced diverse print and digital deliverables for brand channels, maintaining a consistent visual appeal.
- Enhanced brand recognition through strategic design initiatives.

- Achieved seamless integration of online platforms for enhanced user experience.

Graphic Designer (Contract) at Capital One Bank

August 2022 — September 2022

- Developed logos and identity packages for internal(non customers facing) brands.
- Created signage for corporate offices to align with brand guidelines and enhance environments.
- Collaborated with creative director and stakeholders to deliver quality designs under tight deadlines.

Graphic Designer (Contract) at National Association of Realtors

April 2022 — July 2022

- Create print and digital designs for NAR's national campaigns to maintain visual consistency and impact.
- Manage multiple design projects concurrently, meeting brand standards and deadlines.
- Collaborate with designers and stakeholders to achieve design solutions aligning with campaign goals.
- Design graphics for marketing materials and web content to enhance brand recognition.
- Coordinated with teams to ensure effective communication and project cohesion.

Education

Bachelor of Fine Arts in Graphic Design, University of Lynchburg