

Lola Adebayo

Art Director/Senior Digital Designer

About Me

I am a London based Senior Digital Designer/Art Director, with over 8 years of experience in various platforms of Design.

I have seasoned skills in Digital, Graphic, Web and Brand design as well as UX/UI and IA with a passion for creating interfaces using best practices, and intuitive experiences as the focus. My design style is clean, fresh, professional, and a little bit quirky.

CONTACTS

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PROFESSIONAL SKILLS

Photoshop

Illustrator

Dreamweaver

HTML5/CSS

After Effects

Axure/Sketch

Work Experience

EPSILON (LONDON)

FEB 2015 - PRESENT

Art Director

Worked as part of the lead creative team on 360° campaigns for television, print, and innovative digital campaigns for Google, MAS, NFL, and PrePayPower.

Creating ideas and concepts for Google partners, AdSense, AdWords, Growth Engine, and various other Google accounts across all social media channels and across multiple platforms.

Created the campaigns responsible for winning the agency, Creativepool Annual 2017 award and a double spread in Sep2017 issue of the DIRECTORY.

ALGOMI (LONDON)

JAN 2014 - DEC 2015

UX Designer

Wireframe, Sketching, IA and UI of trading platforms and applications.

User research and IA of a Trader GUI for Six Swiss Exchange.

Lead UX designer on the Synchronicity application, Algomi's leading trading desktop app.

GROUPON UK

FEB 2010 - JAN 2014

Senior Digital Designer

The benefits of growing with a startup company such as Groupon allowed me to really flourish as a Senior Designer.

Built and lead a great team of junior designers.

Art directed product shoots for the website products page.

Education

BRUNEL UNIVERSITY

BSC (HONS) MULTIMEDIA TECHNOLOGY & DESIGN (2:1)
SEP 2005 - JUN 2009

ST. EDWARDS SCHOOL

10 GCSE
SEP 1999 - JUN 2003

Achievements

Won the **Creativepool Annual 2017 award for Best DM**

Featured in the **Sep2017 issue** of the **Directory**.

My product won **Trading Technology Product Of The Year Risk Awards**, January 2016

Reference

Epsilon - Antony Puttick (Creative Director)

Email antonyputtick@g.epsilon.com