OVIE SOLOMON

Brand Designer & Art Director

themacsolomon@gmail.com
linkedin.com/in/oviesolomon
+234 8089381314

Over 9 years designing visual systems and campaigns across fintech, media, and culture brands. I specialize in building brand systems that feel culturally alive—translating strategy into visual and motion language that scales across product, social, and community touchpoints.

Experience

July 2023 - Present

FREELANCE BRAND DESIGNER

Clients: ALSC, National Bureau of Statistics, 100FOLD, Hightower, Remoting.Work

Led complete rebrand for ALSC, a pan-African songwriting competition—created modular templates, social media content systems, and data visualizations to communicate impact across 3 countries.

Built templates and assets in Canva and Figma for startups and civic institutions, enabling marketing teams to produce on-brand content without designer intervention.

Created visual identity and data visualization assets for Beyond the Figures —a National Bureau of Statistics' podcast, translating government survey data into accessible multimedia content for public audiences.

Developed motion graphics and short-form video content for Instagram Reels and campaign storytelling

Jan 2021 - June 2023

GLOBAL VILLAGE (formerly Known as Visual Audio Times)

Art Director

Designed identity systems and content pillars for 10+ podcasts including LooseTalk (260K+ listeners)—built modular design kits that streamlined weekly content production for marketing teams.

Created social media templates in Canva enabling non-design staff to maintain brand consistency across all channels.

Produced data-driven impact visuals and infographics for reports and audience analytics.

Dec 2019 - Dec 2022

OPAY DIGITAL SERVICES

Art Director

Directed creative for 5+ products including the OPay Debit Cards, In-App services, and POS ecosystem.

Promoted from Senior Graphic Designer to Art Director after 2 years

Collaborated with business heads and stakeholders to align design strategy with expansion goals, supporting OPay's unicorn trajectory.

Developed cross-platform assets for TV, OOH, influencer campaigns, and digital.

Designed executive decks, retail print materials, and launch documentation to support product rollouts across teams and locations.

Dec 2017 - Nov 2019

BLACKBET

Graphic Designer

Co-developed sports and entertainment campaigns that increased platform activity by 230% in the second year.

Worked on promotional content for sports tournaments, including the 2018 World Cup and 2019 AFCON, aired via Supersport and iROKO TV.

Built a cohesive brand identity deployed across social media and out-of-home platforms in Nigeria, Kenya, and the UK.

Jan 2017 - July 2017

NAIRABOX

Graphic Designer

Partnered with Diamond Bank to redesign the User Interface for movie ticketing, leading to a 40% increase in transaction completion.

Refreshed the brand identity for Nairabox Food, resulting in a 20% rise in orders within three months.

Key Projects

OPAY INSTANT DEBIT CARD
Art Director • 2023

Directed concept, design, and launch assets for a nationwide debit card. Produced TVC set visuals, merchandising, and campaign imagery across 17 physical locations.

Watch TV Ad
TechCabal Feature

ALSC (AKINYEMILAW SONGWRITERS CONTEST)
Lead Designer • 2024 — Present

Created a brand identity and campaign system for a cross-country songwriting competition. Built animations, videos and visual frames to drive growth and visibility.

Read Coverage

GLOBAL VILLAGE PODCAST NETWORK
Brand Designer • 2021-2023

Built Brand systems, assets and Canva template libraries for 10+ podcasts.

Read More

Technical Skills

- Presentation Design
- Data Visualization
- Motion Graphics & Video Editing
- Social Media Strategy
- Interface Design
- Design systems
- Illustration

Design Tools

- Adobe Illustrator
- Adobe Photoshop
- Adobe After Effects
- Canva
- Notion
- Capcut
- Nano Banana
- RunwayML
- MidJourney

Education

COVENANT UNIVERSITY
Bsc Management Information Systems

ALX
AI-Augmented Professional Development In The Digital Age