

# Rasheed Baruwa

Graphic Designer & Illustrator | London - UK

(+44) 798 354 45 29  
obaruwa89@gmail.com

PORTFOLIO



## EDUCATION

**BA in Graphic Design**  
University of East London  
2007 - 2010

**Foundation Degree in Art & Design**  
Lewisham College  
2006 - 2007

**BTEC National Diploma in Arts & Design**  
Lewisham College  
2005 - 2006

## SUMMARY

I'm a Graphic Designer with over a decade of experience transforming concepts into compelling visual stories that drive brand engagement. I specialise in both print and digital design, and I stay ahead of industry trends by incorporating AI tools like ChatGPT and Adobe Firefly into my creative workflow. My work combines innovation and strategic design thinking to deliver solutions that make a lasting impact.

## AI & SOFTWARE INTEGRATION

I actively use AI platforms to streamline my processes, maximize productivity, and spark new ideas. Integrating the latest softwares ensures I deliver efficient and forward-thinking design solutions.

## WORK HISTORY

### Graphic Designer

West Thames College | 2021 - 2022

- Led the "Start Here Go Far" summer campaign, producing an animated logo, billboards, and a range of digital content that boosted awareness of student services.
- Developed content for both print and digital platforms, like Instagram GIF stickers, to elevate student engagement.
- Managed the campaign rollouts, meeting tight deadlines while maintaining a high-quality creative standard.
- Collaborated closely with internal departments and Directors to ensure that all assets aligned with the college's overarching brand message.

View the Start Here Go Far [campaign here](#).

### Lead Graphic Designer

Days Like This Brunch (DLT Brunch) | 2018 - 2021

- Revamped DLT Brunch's brand identity by designing a new logo, curating fonts, and creating engaging visuals for social media.
- Executed the "DLT Mykonos" campaign, incorporating the essence of a luxury holiday into various assets, including illustrated posters and POS banners.
- Designed event flyers and marketing materials for three cities in one month, ensuring consistency across platforms.
- Worked closely with Event Organisers to ensure designs captured the vibrant culture and appeal of each event.

View the DLT Mykonos [campaign here](#).



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### KEY SKILLS

- **Adobe Creative Suite**  
Mastery of Illustrator, Photoshop, and InDesign, plus the wider suite tools.
- **Brand Strategy**  
Creating cohesive and impactful brand identities.
- **Creative Problem-Solving**  
Developing unique solutions to design challenges.
- **Print & Digital Design**  
Proficient in layout design and large-scale campaigns for all platforms.
- **Project Leadership**  
Managing projects with strong communication, collaboration and soft mentoring skills.

### Freelance Graphic Designer

RBGD (Rasheed Baruwa Graphic Designer) | 2009 - Till Date

- Provided tailored branding solutions for a wide range of clients, from startups to established businesses, ensuring every project met its unique needs.
- Directed design projects from brainstorming to final delivery, consistently exceeding client expectations.
- Offered branding consultations and strategic design insights to help businesses establish a strong visual identity.
- Balanced multiple projects simultaneously, delivering on tight timelines without sacrificing quality.
- Managed client relationships and communications, resulting in repeat business and strong referrals.

### REFERENCES

References available upon request.

