

DAMI AKINLOYE

DIGITAL DESIGNER | CONTENT CREATOR

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PROFESSIONAL STATEMENT

Multidisciplinary designer with 3+ years of experience in content creation, motion design, video editing, and strategy. Skilled in producing platform-native content across TikTok, Instagram, LinkedIn, and YouTube, I bring creativity, storytelling, adaptability, and a strong work ethic to deliver digital experiences that engage audiences and strengthen brand presence.

HARD SKILLS

Video Editing
Motion Design
Graphic Design (typography, layout, hierarchy)
Presentation & Template Design
Concept Ideation
Concept Development
Trend Research
Asset sourcing
UX/UI Design

SOFT SKILLS

Communication Skills
Interpersonal Skills
Time Management
Flexibility
Critical Thinking
Attention to Detail
Strategy
Collaboration
Storytelling

WORK EXPERIENCE

Digital Content Designer (Freelance) - French Kiss Weddings

Aug 2025 - Present

- Creating eye-catching short-form social media content (Instagram Reels- design focused and ad focused, carousels, and posts) tailored to luxury wedding audiences.
- Writing and editing captions and copy to capture brand voice while managing the content calendar.
- Supporting growth through lead generation strategies and performance tracking for optimization.

Content Creator (Freelance) - Figaro Apothecary, Canada

Jun 2025 - Present

- Collaborating with the director of creative content, co-founders and other designers to ideate and produce digital assets, and short-form videos.
- Conceptualizing product campaigns and adapting content for Instagram, TikTok and LinkedIn.
- Recapping and designing visuals for brand collaborations and live events to extend online reach.

Video Editing & Motion Design Intern - Figaro Apothecary, Canada

Apr 2025 - Jun 2025

- Conceptualized and created digital assets, short-form video content, and motion graphics for product awareness campaigns across social media platforms while maintaining brand guidelines.
- Leveraged video editing and motion design techniques to effectively communicate key messages and enhance brand visibility.
- Boosted interaction and engagement on social media posts through creative content execution.

TOOLS USED

Adobe Creative Suite (Photoshop, Illustrator, InDesign, AfterEffects, Premiere Pro), Figma, Powerpoint, Capcut, Canva, Miro, Milanote, Notion, Zoom, Mural GoogleMeet, Slack, AI Creative tools

AWARDS

4-time recipient of the **president honours list award**, in recognition of outstanding academic performance, and achieving A-grades in all courses taken at Seneca Polytechnic (Jan 2024- Apr 2025)

Student Lab Monitor - Faculty of Communication, Art & Design (FCAD) Seneca Polytechnic, Canada Sep 2024 - Mar 2024

- Assisted students with signing in and out of booked suites for school projects.
- Provided consistent and dependable service, with a 100% attendance record.
- Provided support, answering inquiries about suite availability and usage policies.

Digital Designer (Freelance) - Toronto, Canada Jul 2022 - Present

- Designing high-impact presentations for clients, helping convey ideas clearly and professionally while maintaining brand consistency.
- Redesigning pre-existing websites for small businesses, resulting in improved user experience and increase in conversion rate.
- Designing eye-catching short-form social media content, including Reels, carousels, and posts, across social media platforms, tailored for brands to drive lead generation, boost engagement, and increase awareness. Clients Include French Kiss Weddings, Figaro Apothecary, Scott Formby Design.

EDUCATION

Diploma in Interactive Media Design - Seneca Polytechnic, Canada Jan 2024 - Apr 2025

- Completed comprehensive coursework in Graphic Design (typography, layout and hierarchy, data visualization), Video Editing, Motion Design, Content Creation, UX Research, UX Design, Branding, Web Development (HTML, CSS, Javascript), Marketing Strategy,, and project management.
- Consistently delivered projects ahead of deadlines, demonstrating efficiency, organization and time management skills.
- Collaborated effectively as a team player in group projects, contributing to collective success.