

EBUKA PASCAL SOLOMON

Senior Graphic Designer | Brand Identity • Marketing Design • Packaging Design • Creative Direction

Professional Summary

Creative Graphic Designer with 11+ years of experience crafting impactful visual solutions across branding, marketing, packaging, and digital media. I specialize in turning ideas into strategic, visually compelling designs that help brands communicate clearly, connect with their audience, and stand out in competitive markets. My expertise spans brand identity, marketing collateral, packaging design, digital content, and creative direction - combining strong design fundamentals with a sharp eye for detail to keep every project consistent, functional, and visually polished.

Over the course of my career, I've worked with clients and teams across industries, managing projects from concept through final execution while hitting tight deadlines without compromising quality. My background in content evaluation and digital production has sharpened my ability to approach design challenges strategically, follow detailed briefs, and deliver work that aligns with real business goals. As a remote professional and freelancer, I thrive in collaborative environments while bringing the independence and discipline needed to manage multiple projects at once - driven by intentional, strategic design that elevates brands, engages audiences, and delivers measurable results.

Core Skills

Brand Identity Design • Marketing & Advertising Design • Packaging Design • Creative Direction • Print Design • Social Media Design • Motion Graphics • Illustration • Presentation Design • UI/UX Design • Adobe Photoshop • Adobe Illustrator • Adobe InDesign • Adobe After Effects • Remote Collaboration

Professional Experience

Senior Graphic Designer / Creative Director | Huesdek | Mar 2018 – Mar 2022

- Led branding and rebranding projects for major clients, strengthening brand recognition and market positioning.
- Designed catalogs, brochures, flyers, email campaigns, social media assets, and marketing collateral.
- Directed creative execution for high-profile marketing campaigns from concept development to final production.
- Managed multiple concurrent projects while consistently meeting tight deadlines.

- Mentored interns and trained team members in Adobe Photoshop and design best practices.
- Created illustrations, infographics, advertising materials, and visual content for print and digital platforms.

Graphic Designer | Huesdek | Oct 2014 – Feb 2018

- Produced over 200 advertisements for restaurants and businesses across print and digital channels.
- Designed 30+ product labels, brochures, conference materials, and promotional assets.
- Collaborated with vendors, marketing teams, and external agencies to deliver creative projects.
- Created illustrations and visual assets for web graphics, multimedia projects, and event branding.
- Contributed innovative concepts and design solutions for marketing campaigns.

Graphic Designer | ThisDay Newspaper | Nov 2013 – Sep 2014

- Designed brochures, newsletters, posters, banners, flyers, booklets, and event signage.
- Supported print production processes and ensured high-quality design output.
- Developed a strong understanding of media production standards and publishing workflows.

Education

Diploma in Web/Graphics Design | NIIT | 2011–2012

National Diploma (ND), Animal Science | Enugu State College of Agriculture Iwolo | 2009–2011

Additional Strengths

Remote Work • Client Communication • Brand Strategy • Creative Problem Solving • Team Leadership • Project Management • Attention to Detail