



ABOUT ME

MY NAME IS WISDOM ABU

I'm a graphic designer and web developer living in London. With over a decade of professional experience, I am geared towards providing creative solutions to communities & organisations with ample expertise in brand creation, campaign launch and digital experiences for FinTech, Pharma, Agency, Property, Charity and Professional service industries among others.

Percipient in understanding briefs as they hold insight to the audience which needs to be connected with.

Thus, I see every project as a chance to "leave my imprint" and explore creative solutions through impactful designs.

EXPERIENCE

CLINUVEL

Conceptual creative developing Clinuvel and its sub-brand's language and visual style of communications across all platforms, audiences, products and services in campaigns, product launches, web, digital, social, print and video.

Distilling complex, technical topics into clear visual narratives for a range of technical and non-technical audiences.
2022 - Present

CLASS35 • FISERV (CLOVER)

Total rebrand of Fiserv to Clover; an American FinTech multi-national Fortune 500 company branching into the UK market.
2021

SUN STUDIO LONDON

Content manager and designer. Design social, marketing content and product photography. Increased lead generation through strategised content marketing.
2020 - 2021

FREELANCE WEB & DESIGN

Design consultancy for multi-million companies, charities and small businesses. Delivering creative solution in global digital marketing, visual and brand communication.

Develop skills in design, aesthetics and the ability to operate with professionalism.
2019 - 2021

COPY WRITE PRINTERS

Senior graphic designer. Managed design and print work for prominent charities and Embassy of Belgium. Introduced in-store price list board, supervised new staff and interns.
2018 - 2019

INKHIVE PRINTERS

Graphic designer and assistant manager, worked on large variety of fast paced projects from digital to print. Learned how to work in agency setting, managed various client relations. Trained interns in graphic design. Improved customer satisfaction and google review ratings from 4 stars to 4.6 stars.
2018

EDUCATION

NOTTINGHAM TRENT UNIVERSITY

BSc (Hons) Information and Communication Technology. Completed courses in web, interface design, rich media. Delivered presentations to university governing body on the future of design.
2010 - 2012

GLASGOW CALEDONIAN UNIVERSITY

Post Graduate Diploma in International Business. Completed courses new venture creation, cultural challenges in international business, talent management. Lead all study groups in my class, ran a campaign to raise money for disadvantaged kids.
2014 - 2015

NCFE LEVEL 2

NCFE Level 2 Certificate in Lean Organisation Management. Completed courses business improvement tools and techniques, working in business teams.
2019

SKILLS

DESIGN TOOLS

Illustrator, Photoshop, InDesign, XD, Figma.

VIDEO EDITING

Final Cut Pro X, After Effects.

WEB DEV

Wordpress, HTML5, CSS3.

PROJECT

Asana, Monday.com.

SOFT SKILLS

Creative Direction, Graphic Design, UX/UI, Video Editing, Visual Design, Presentation Design, Web Design & Front-end Web Dev.

CLIENTS

CLINUVEL

Distilling complex scientific knowledge to visual communication.

XERO

Customer journey visual communication.

WHO IS WHO

Developed the brand visual identity.

TAMERREIGN

Art directed creation of fashion collection.

CLOVER

Total rebrand of Fortune 500 company.

CONNECT



**GRAPHIC DESIGNER
WEB DEVELOPER
VIDEO EDITOR**