# WORTHY CHUKWUEMEKA

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## EXPERIENCE

**3YS (Dubai, UAE) – Remote**

*Graphic Designer | Mar 2024 – Present*

- Created digital marketing materials for ad campaigns, contributing to a 35% increase in customer engagement.
- Designed branded social media content tailored for multiple platforms, boosting audience reach by 40%.
- Collaborated with the UX design team to enhance product visuals, ensuring brand consistency and a seamless user experience.
- Developed event banners, promotional graphics, and campaign visuals, driving higher interaction rates.

**Dynace Global (UK) – Remote**

*Graphic & UI/UX Designer | Apr 2024 – Present*

- Designed branding assets, UI components, and marketing materials, ensuring a cohesive brand identity across digital platforms.
- Created eye-catching digital marketing materials, increasing online engagement and customer interaction by 30%.
- Developed responsive web designs that improved navigation, optimizing user experience and conversion rates.
- Worked closely with developers and stakeholders to refine UI/UX elements while maintaining accessibility standards.

**GENDERISE – Remote**

*Graphic & Web Designer | Jul 2023 – Mar 2024*

- Designed visual assets for research publications, improving readability and engagement for a global audience.
- Created data visualizations and infographics, enhancing research clarity by 50%, making complex reports more digestible.
- Developed website banners and promotional materials, strengthening the company's online presence and brand appeal.
- Assisted in refining website UI elements to create a more visually appealing and user-friendly experience.

**Fops The Explorer (Nigeria) – Remote**

*Graphic and Web Designer | Jul 2023 – Mar 2024*

- Designed social media graphics and brand illustrations for the blog, leading to a 40% increase in follower engagement.
- Developed custom travel-themed digital assets that aligned with the brand's storytelling strategy and marketing campaigns.
- Created advertising and promotional materials that contributed to a 25% growth in audience reach and travel bookings.

**Hupchop Food and Tech (Nigeria) – Remote**

*Graphic & UI/UX Designer | Jun 2023 – Mar 2024*

- Designed marketing flyers, social media graphics, and promotional materials, increasing brand awareness by 40%.
- Developed UI mockups and wireframes for the company's food-tech applications, ensuring seamless navigation and user experience.
- Created logos, banners, and branding materials that strengthened the company's identity and market presence.

**Google Developer Student Clubs (GDSC Bingham) – Nigeria**

*Graphics Lead & Brand Designer | Aug 2022 – Jun 2023*

- Designed official branding materials for tech events, maintaining a consistent and professional visual identity.
- Created event posters, flyers, and social media assets, leading to a 50% increase in student engagement.
- Developed presentation templates, merchandise designs, and promotional kits, improving brand visibility and reach.

**Golden Hairs (Nigeria) – Remote**

*Brand Identity & Graphic Designer | Feb 2022 – May 2023*

- Designed high-impact promotional fliers, resulting in a 25% increase in customer inquiries.
- Created branded social media visuals and content, ensuring a consistent aesthetic across marketing platforms.
- Developed engaging product showcase graphics, enhancing the brand's online presence and customer retention.

**Tira Bakes (Nigeria) – Remote**

*Menu & Graphic Designer | Aug 2021 – Jan 2022*

- Designed an elegant and structured menu layout, improving readability and customer ordering experience.
- Created eye-catching visual content for social media promotions, increasing customer engagement by 35%.
- Developed custom illustrations and branded assets, enhancing the business's unique identity and visual appeal.

**Freelance & Personal Projects | 2020 – Present**

- **Corporate Branding & Marketing Collateral** – Developed flyers, brochures, and posters for startups and businesses, creating impactful marketing campaigns.
- **Social Media Design** – Designed Instagram, Facebook, and LinkedIn graphics, helping brands establish a strong digital presence.
- **Event Branding** – Created banners, promotional graphics, and event merchandise for conferences and tech events.

## EDUCATION

**Bingham University, Nigeria**

*Bachelor of Science, Computer Science | Graduation: 2025 | CGPA: 4.35/5*

## ADDITIONAL

- **Skills:** Graphic Design, Branding, UI/UX Design, Typography, Illustration, Social Media Graphics, Print Design, Layout & Composition.
- **Tools:** Canva, Adobe Photoshop, Illustrator, InDesign, Figma, PicsArt.
- **Languages:** English.