

# MAYOWA OYELAKIN

GRAPHIC AND VISUAL DESIGNER



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(347)-552-9335

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## EDUCATION

University at Buffalo

GPA 3.2

Bachelors of Arts in Graphic Design

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## SKILLS

Experienced in **Adobe Creative Suite programs** (Photoshop, Illustrator, InDesign, After Effects) | **Figma** | **Wordpress**

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## EXPERIENCE

UBSA - University at Buffalo Student Association

Nov. 2023 - Present

*Graphic Designer*

- Designed digital assets - including posters, social media graphics and merchandise for campus-wide events using Illustrator, Photoshop and InDesign.
- Developed and designed brandings and logos for major Student Association events and campus-wide student clubs.
- Collaborated with UBSA marketing and advertising teams to create visuals that aligned with event goals and received positive feedback.
- Mentored a team of two junior designers to enhance creative output and maintain alignment with Student Association visual standards.

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## MAJOR PROJECTS

### UB FALL AND SPRING FEST EVENTS

- Designed UB Fest 25 official event logo, event T-Shirts and marketing assets with a summer themed visual identity featuring rap artists "A Boogie with Da Hoodie" and Coi Leray.
- Rebranded UB Fall Fest 24 into "Fest 2024" creating the official event logo and marketing materials with a vaporwaved inspired visual identity featuring rap artists Rae Sremmurd, Saweetie, and Cash Cobain.
- Designed UB Spring Fest 2024 creating the official event logo, marketing assets with a sci-fi visual identity featuring rap artists Offset, J.I.D, and Shensea using Adobe Illustrator and Photoshop.
- Collaborated with marketing teams and performing artists to ensure cohesive, on brand designs across multiple formats.

### BULLZAPALOOZA

- Used Illustrator to design the official event wordmark and marketing assets for UBSA Bullzapalooza event.
- Assisted with event operations, including check-in and T-shirts distribution, for an open-campus event attended by over 5000 participants.

### INTERNATIONAL FIESTA 2024/2025

- Designed official logos, social media assets, T-Shirt designs for both the 2024 and 2025 International Fiesta using Adobe Illustrator and InDesign.
- Designed display materials that assisted in 20+ high-traffic event locations.
- Created graphics and visual identities centered on themes of "roots" and "cultural harmony" inspiring an audience of over 1000 attendees; boosting sales by 30% and selling 1,800+ tickets.
- Successfully applied cohesive and creative compositional techniques that sent a unified message across a diverse group of students.



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