

Olutoyosi Saliu

Brand and Visual Designer

London, UK | olutoyosi.s@gmail.com | [07404804227 | www.linkedin.com/in/olutoyosi/

PROFILE

Brand and visual designer with experience across independent practice, agency partnership and in house studio work, currently building identity systems at Branxl Design. I work across the full arc of an identity: logo and lockup, colour and type systems, art direction, and the guidelines that hold a brand together across every touchpoint.

I work end to end and without hand holding taking a brief, scoping it, presenting it, and delivering artwork that is ready to go into production. Equally comfortable owning a project alone or working inside an established design system built by someone else.

SKILLS

Brand identity systems, logo and lockup design, visual identity guidelines, art direction, typography and type systems, colour systems, packaging and print, editorial and layout, campaign and social assets, presentation and pitch design, design systems documentation, artwork and production handoff.

Design Tools: Advanced proficiency with Figma, Miro, Adobe XD, Sketch, and Adobe Creative Suite, leveraging these tools to create innovative design solutions.

EXPERIENCE

Brand Designer, Branxl Design

Nov 2023 – Present

- Design and deliver full brand identity systems for consumer lifestyle and faith sector clients, from strategy input and concept through to guidelines and production artwork. Recent identities include Aurora Brews, Tiny Threads and Poochcream.
- Own projects end to end and lead the client relationship through presentation, feedback and sign off, most recently on Harvesters International and Cavannah Connect.
- Build and document identity systems so that other designers and in house client teams can apply them consistently without further support.
- Art directs the applied layer of each identity across packaging, campaign, social and digital surfaces, holding the system together as it scales beyond the core marks.
- Designed the brand and course visual system for Branxl Academy, an in-house education division taken from zero to launch, supporting 600 enrolments across 4 programmes.

Freelance Brand and Visual Designer, Self-employed

Feb 2016 – Oct 2023

- Ran an independent design practice serving almost 50 clients, working both directly with founders and as a design partner to agencies including Cregital and Brandmarks.
- Delivered complete identity programmes for organisations such as Celebration Church International covering logo and lockup design, colour systems, type hierarchies and the guideline documents that allowed internal teams to apply the identity independently.
- Produced marketing and campaign collateral across print and digital, including brochures, packaging, signage, exhibition graphics, social templates, email artwork and web assets, delivered to specification and to deadline.
- Worked inside agency processes and house standards as a subcontracted designer, taking direction from creative leads and delivering to studio quality benchmarks under commercial deadlines.
- Prepared print ready artwork and liaised directly with printers on stock, finish and colour matching, resolving production issues before they reached the client.
- Sustained long term relationships that generated repeat and referral work, with several identities still in active use today.

Design Intern, Accenture

Sep 2019 – Jun 2022

- Supported design delivery across internal communications and client facing projects within a global consultancy, working to established brand standards on multi stakeholder accounts.
- Produced presentation and pitch material for senior consultants, translating dense strategic content into clear visual narratives used in new business and client meetings.
- Developed prototypes and visual concepts alongside senior designers, contributing to iteration and refinement ahead of client review.
- Conducted market, competitor and audience research to inform design direction and align creative output with client objectives.
- Worked to structured review cycles and corporate approval processes, gaining early exposure to the governance, documentation and version control standards of large organisations.

EXPERIENCE

BA (Hons) Fashion, University for the Creative Arts, UK

September 2019 to 2022

Diploma of Art and Design, Southwark College. UK

September 2019 to 2022

REFERENCES

Available on request.