

Ada Onyiuke

Senior Brand & Visual Designer

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in Ada Onyiuke

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SUMMARY

Senior brand and visual designer focused on making complex technical ideas easier to understand. Experienced in brand systems, visual strategy, marketing communications, and scalable design foundations for technical teams. Skilled at translating abstract ideas into clear brand, product-adjacent, event, investor, and executive communications for global audiences.

SKILLS

⁽¹⁾ Brand Design & Identity, ⁽²⁾ Design Systems, ⁽³⁾ Visual Communication Design, ⁽⁴⁾ Web & Product Design, ⁽⁵⁾ Creative Direction, ⁽⁶⁾ Strategic Storytelling

TOOLS

⁽¹⁾ Figma, ⁽²⁾ Adobe Creative Suite: Illustrator, Photoshop, InDesign, After Effects, ⁽³⁾ Framer, ⁽⁴⁾ Claude Code, ⁽⁵⁾ Github, ⁽⁶⁾ Vercel, ⁽⁷⁾ Workspaces: Google, iWork, Microsoft

EDUCATION

B.A Strategic Public Communication and Public Relations
Rutgers University – New Brunswick, 2020

EXPERIENCE

Strangeworks - Austin, TX (Remote)
Senior Designer | Aug 2022 – May 2026

Brand & Systems Leadership

- Owned the evolution of the Strangeworks brand identity, establishing scalable visual systems used across product, marketing, engineering, and executive touchpoints.
- Built presentation, report, and document template libraries across PowerPoint, Keynote, Google Docs, and InDesign to improve internal efficiency and brand consistency.
- Led internal design workshops to train global teams on using brand systems, templates, and design libraries.

Product-Adjacent Design

- Designed UI layouts, visual frameworks, and product-adjacent assets for the Strangeworks admin interface, workflow dashboards, and internal tools in collaboration with product and engineering teams.
- Developed icon libraries and visual guidelines that contributed to the early design foundations of the Strangeworks platform.

Marketing, Events & Campaign Execution

- Designed benchmark layouts that informed the Strangeworks website direction and supported future web development decisions.

Strangeworks - Austin, TX (Remote)

Marketing, Events & Campaign Execution

- Created visual assets for global conferences across the US, Europe, UAE, Japan, and India, including signage, banners, videos, table displays, brochures, and ad placements.
- Managed print production and event logistics for international conferences, ensuring timely delivery and visual quality across multiple regions.
- Designed and launched marketing microsites in Framer, including Strangeworks Launchpad and other campaign-based web projects.

Cross-Functional Impact & Strategic Work

- Supported executive, investor, and Fortune 500 client-facing communications through pitch decks, strategic presentations, reports, and other high-visibility company materials.
- Helped shape visual storytelling for product launches, company announcements, partnerships, and market-facing initiatives.
- Created design assets that helped technical and non-technical audiences better understand Strangeworks' products, platform, and market positioning.

Notable Publications & Recognition

- Credited designer for Quantum Computing for Dummies – created the cover design, diagrams, illustrations, and internal graphics used throughout the book.
- Featured in TechCrunch for contributing to Strangeworks viral keynote presentation at SXSW 2023.

Company Culture & Internal Brand

- Designed internal brand materials, including business cards, employee landing pages, and headshot direction, to support a company-wide identity refresh.
- Created custom swag, merchandise, and themed collectibles for company offsites, helping extend the brand into internal culture and employee experiences.

Freelance Experience

May 2020 – Present

Creative Director & Brand Designer

- Led brand identity, visual design, and web projects for early-stage companies, cultural initiatives, events, and small businesses across food, culture, lifestyle, and community-focused sectors.
- Delivered end-to-end creative work across brand strategy, identity design, digital design, motion assets, and website builds using tools including Squarespace, Framer, and Claude Code.
- Collaborated directly with founders and stakeholders to translate business goals into cohesive visual identities, launch materials, and scalable design foundations.

Selected Projects

- **Local Global** – Creative studio documenting African communities worldwide; led brand design, iconography, website design, and social media graphics.
- **Kingdom of Affection (KOA)** – Community-based cultural studio; developed a full brand identity including logo, typography, color palette, iconography, and social applications.
- **JASET** – Custom family crest system for a Nigerian wedding; designed symbolic crest directions used across garments, merchandise, and event materials.
- **Soccal** – Travel and social planning app MVP; served as Creative Director, building the brand identity, foundational UI direction, and early component library.