

Ada Onyiuke

Brand strategist and self-taught graphic designer with experience in building and curating meaningful brands.

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EDUCATION

Rutgers University - New Brunswick

BA Communications - Strategic Public Communication and Public Relations Specialization, May 2020

SKILLS & CERTIFICATIONS

⁽¹⁾ Adobe Illustrator, ⁽²⁾ Adobe Photoshop, ⁽³⁾ Adobe InDesign, ⁽⁴⁾ Adobe XD, ⁽⁵⁾ Adobe After Effects, ⁽⁶⁾ Figma, ⁽⁷⁾ Basic HTML & CSS, ⁽⁸⁾ Microsoft Suite, ⁽⁹⁾ Google Workspace, ⁽¹⁰⁾ iWork Suite, ⁽¹¹⁾ Coursera (Fundamentals of Graphic Design), ⁽¹²⁾ SuperHi (Intro to UI/UX Design, Fundamentals of HTML, CSS and Javascript)

EXPERIENCE

Freelance Brand Strategist & Graphic Designer

May 2020 - Present

- Compost; Art Directed and designed Compost's brand identity by expanding the it's visual language using illustrated assets to educate on food waste for their packaging, web and print design.
- Felabration; Designed Perambulator Display, a hand-drawn, all-caps, OpenType display font with 11 accented letter glyphs to celebrate Afrobeat musician Fela for the annual Felabration festival. The shape and form of the typography served as the core for the festival's design system.
- Lots of Everything; Worked on the development and implementation of new innovative brand strategies for LOE's rebrand where I led presentations and curated discovery sessions and brand strategy workshops. Designed assets for LOE's social media channels and planned out campaigns and content creation.
- Bridge; Designed a strong brand identity for Bridge and created motion graphic assets using adobe after effects for social media content and their website. Lead the project where my roles were creating the visual identity, brand applications and developing their website with squarespace.
- Eden; Full-service design for Eden — a plant-based fine dining restaurant. Designed every touchpoint of the brand from naming, branding, and printed assets through to art direction and copywriting.
- Blacker The Berry Juicery; Designed and developed Blacker The Berry Juicery's e-commerce website. I created illustrations to accompany the brand's visual scheme and built content maps, sitemaps, wireframes and prototypes for its website design. I used custom HTML and CSS languages to develop the responsive site on squarespace.

Content Intern

Rutgers University Dining Services, June 2019 - March 2020

- Identified social media trends and created content with the trends using the appropriate voice and tone of the university. I produced a social media analysis for the 2019/2020 semester to serve as a benchmark to set marketing goals for upcoming semester.
- Designed social media assets for content and RUDS on-campus events. Also, managed and updated the RUDS website via WordPress.