

dimeji onafuwa

An experienced and highly creative designer design instructor and design thinker. 10+ years of proven ability in combining advanced technology with great design to help over 50 institutional and corporate brands define and exceed their objectives.

RESEARCH INTERESTS

Social Design, Transition Design, Social Media, Social Choice Theory and Communication Design

Summary

10+ years of experience in creative strategic planning and design.

- 7+ years of progressive experience in the communication design discipline.
- 8+ years of exceptional experience writing and presenting clear, effective, logically structured literature and tactical content that support business and research.
- Engaged, experienced leader and a facilitator of cross-functional and interdisciplinary teams.
- 4+ years of social media strategy (converting data into actionable information) and technology application including analytics and ROI. Expert building effective SEO and SEM campaigns
- 5+ years of experience in developing and managing dynamic websites using responsive CMS systems like Drupal, Wordpress, Joomla, and other web technologies, especially HTML/CSS.
- Expert with systems/applications like Adobe CS/Creative Cloud and demonstrated mastery of Microsoft Office.
- Award-winning experience in graphic design, web & user interface design, multimedia, interactive content production, radio & search advertising, digital video editing and digital photography.
- Experience with Internet and Internet content marketing, social media, SaaS and CRM systems and mobile application development (Adobe Digital Publishing App Builder).
- Ability to multitask in a fast-paced and dynamic academic environment.

EDUCATION

M.B.A. Management. UNC Charlotte May 2007.

B.A. Advertising, with honors: Graphic Design and Studio Art Majors.

Concord University *Summa Cum Laude* May 2000.

Honors Program & Academic Talent Scholarship (merit - 1 student in the arts dept/year)

Advanced Web Design Certification (2006)

TEACHING EXPERIENCE

Creative Catalyst :: Brand Identity Professor, Central Piedmont Community College, Charlotte NC (2008 to 2009)

NOTABLE PARTICIPATIONS, PRESENTATIONS & PUBLICATIONS

- Participated in the Design PHD symposium at Carnegie Mellon University, PA, 2013
- Invited Speaker: AIGA Charlotte Annual Meeting, 2010 - Yoruba Aesthetics :: *Exploring the Yoruba principles of design and how we find parallels with Western principles.*
- Invited Speaker: Mint Museum Charlotte NC, December 2010 (Grand Opening event) - Yoruba Aesthetics.
- AIGA Charlotte, January 2009 (blog) - Africa-America :: *Bridging the Cultural Design Divide.*
- The Town of Matthews, NC, 2009 :: Igniting Change (a presentation to civic leaders)
- Mecklenburg County, NC, 2009 :: Brand re-visioning & redesign (a presentation to Chairwoman & county commissioners)

PROFESSIONAL BACKGROUND

Director of Operations & Marketing August 2013 – October 2013

Director of Strategy and Planning May 2012 – July 2013

proSource Integrated Marketing, Pittsburgh PA

Clients include GNC, LB Foster, Westinghouse, School Districts, and Engineering Firms.

Key Responsibilities & Accomplishments:

Design Strategy: Developed initial and wireframe design sketches for proposed projects. Led collaborative efforts with sales team to generate, qualify and convert leads to yield consistent revenue growth of over 40% within first three months.

Creative Strategy: Set the brand direction by creating and implementing company brand guidelines. Leveraged industry's best practices to improve product quality while reducing time to market. Coordinated the development of CMS websites & applications. Provided art direction for all communication design.

Growth Strategy: Expanded the business to new segments and industries (universities, retirement communities, museums etc.) with a 130% increase in active clients. Improved the communication processes between the client, account executives and back office staff (the creative and production departments). Worked with ownership to expand sales goals and create benchmarks. Managed clients using salesforce.com CRM software, including daily oversight and reporting.

Social Media Marketing: Increased client revenues through social media marketing implementation. Created social media calendar and assigned publishing roles and responsibilities. Introduced ROI measurement metrics that help add value to the social media marketing process. Used KPIs like unique visits, and conversion rates to measure effectiveness. Increased these metrics by over 100% per year.

Internet Marketing: Grew client business through web analytics, Google Adwords, Remarketing and inbound marketing (using blogging strategies, buyer personas, calls-to-action and landing

pages) as well as social media strategies and processes. Earned a Google Engage Agency Partner designation. Worked with Adobe Digital Publishing for app building.

President and Creative Director

Casajulie Visual Communications, Charlotte, NC Feb 2004 – March 1, 2012

BRAND CONSULTING AND DESIGN

Client Industry: Banking

Legacy Bank was a new bank in Charlotte NC, which targeted the minority and immigrant population in the region. I provided brand and identity consulting and created the collateral that helped Legacy raise about \$13 million in capitalization.

VISUAL DESIGN & BRAND PLANNING AND LAUNCH

Client Industry: Healthcare

Worked with several healthcare clients to revitalize their brand and increased patient visits by over 30%. I facilitated strategic planning sessions with Medical Directors & marketing managers to reformulate corporate mission and vision statements, created new, dynamic brand for the organization and guided the implementation process over several forms of media. Clients include ob/gyn, primary care, gastroenterology, surgery, integrative medicine and internal medicine practices.

BRAND COMMUNICATION, MARKETING PLANNING & COMMUNICATION DESIGN

Client Industry: Real Estate Development and Architecture

Neicon Real Estate, a Charlotte based real estate development firm raised over \$20 million dollars based on my strategic creation, planning and implementation of brand and marketing communication plans, a content managed web site and communication collateral.

INFOGRAPHICS AND VISUAL SIGNAGE DESIGN

Client Industry: YMCA and Universities

Worked with the YMCA of Greater Charlotte, Winston-Salem State University, JCSU & Livingstone Marketing departments called on to create visual identity and infographics for their interior space. Provided concepts, wireframe designs and vendor management resulting in consistent achievement of accreditation on schedule.

SOCIAL MEDIA MARKETING

Client Industry: Real Estate (REO Sales)

Benham companies is one of the fastest real estate groups in the entire region with yearly revenues over 5 million dollars. Increased social media presence by over 70% in 6 months by creating and implementing a proprietary approach to social media planning and designing an interactive web 2.0 (social) networks to drive ROI metrics.

Senior Graphic Designer

Elkins Group Advertising, June 2000 – Feb 2004

Clients: First Charter Bank - Direct Mail, NorthEast Medical Center Foundation

Responsibilities:

- Worked directly with the Senior Vice-President for Marketing and other members of the marketing department in the design and production of communication collateral.
- Created direct mail pieces that helped solidify the growth of First Charter bank in the region that eventually lead to its merger with Fifth Third Bank.
- Created unique concepts for the consistently successful annual Cruise Campaigns for NorthEast Medical Center
- Responsible for general design of all campaign collateral.

PROFESSIONAL & COMMUNITY ORGANIZATIONS

Chairman of Belmont Community Development Corporation (2011 to 2012)

Charlotte, Winston-Salem and Mooresville NC Chambers of Commerce

AIGA Charlotte (board member – 2008 to 2009)

AWARDS, INTERESTS AND RECOGNITION

ADDYs Silver 2012 – Best Collateral Design (for a museum catalog)

Artist Residency - Mint Museum, 2010

Exhibited extensively nationally and internationally as a figurative artist

Dean's List, Honors Student, 'Talent Scholarship,'

Committed to using social design to address the challenges people of Idi Ori, Nigeria.