

# Jide

DESIGN. COMMUNICATION. INSIGHT

[www.jidedci.com](http://www.jidedci.com)

# Hi there.

I am an integrated developer & brand designer – a creative powerhouse, known for my extraordinary design expertise, leadership, and productivity. I help brands stand out and attract their ideal client, allowing them to grow faster & meeting the needs of their customers.

My strategic thinking, distinctive logos & memorable visual identities will ensure your brand look professional & polished for years to come. I love creative design, brand management and problem solving. I am fast, highly motivated, and truly passionate. There is nothing I love doing more than to push my own limits.

I currently work with Big Ambitions, a specialist content, communications and marketing company Based in Johannesburg, South Africa

*- Babajide Olowookere*

# TRUST ME, I LOVE WHAT I DO

I offer comprehensive branding services while specializing in brand identity creation. I love everything that has to do with visual design, mobile & web projects as well as branding, presentations, and animations. With my industry experience using design thinking, I provide solution to brands.

TRUST ME,  
I LOVE WHAT I DO

# LEARN

Before starting anything, I get to understand exactly what my client wants and needs. I also make sure I understand the Project Goals, Target Audience, Competitors, and Content Requirements.



TRUST ME,  
I LOVE WHAT I DO

# THINK

It's all about the thinking process. Coming up with customer-centric solution to help my clients solve real issues and achieve their company goals is my goal with every project I work on.



TRUST ME,  
I LOVE WHAT I DO

# CREATE

The right balance of every digital product must be visually appealing, robust, functional, distinctive and memorable for the brand to succeed.



TRUST ME,  
I LOVE WHAT I DO

# IMPLEMENT

The right balance of every digital product must be visually appealing, robust, functional, distinctive and memorable for the brand to succeed.



TRUST ME,  
I LOVE WHAT I DO

“I strive for two things  
in design: simplicity and clarity.  
Great design is born of  
those two things.”

**- Lindon Leader**



# WORK

I specialize in creating visual identities for forward-thinking businesses. Using my extraordinary design expertise, leadership and productivity to develop brand identities for brands that want to grow faster & meeting the needs of their customers.

[jidedci.com/portfolio/](https://jidedci.com/portfolio/)

# WHAT I DO

I offer comprehensive branding services while specializing in brand identity creation. I love everything that has to do with visual design, mobile & web projects as well as branding, presentations, and animations. With my industry experience using design thinking, I provide solution to brands.

# VISUAL IDENTITY

I maintain a consistent identity with a brand system. Establish your logos, fonts, colors and more, for unity and consistency.

- Logotype
- App icon
- Colour palette
- User interface
- Infographic
- Powerpoint Presentation
- Visual identity guidelines



WHAT I DO

# BRAND STRATEGY

What makes your company exceptional? I offer brand strategy services on the basis upon which visual identities are built.

- Brand positioning
- Naming
- Brand virtual identity
- Voice and tone
- Brand architecture



WHAT I DO

# DIGITAL DESIGN

I will help you tell your brand's story while amplifying leads, with custom design solutions that will out-perform your competition!



WHAT I DO

# DEVELOPMENT

I also specialise in design and development. I enhance the online presence of your company through functional websites.



# MY APPROACH

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# COLLABORATION

My creative process is collaborative. I listen to learn about your brand, products and what you want. Then, I bring you along the journey to create an impactful brand.



# PURPOSE

The backbone of my creative is Purpose. I believe a strong brand identity stands for something and tells a story in the most memorable, inspiring and remarkable way.

# FLEXIBILITY


I strive to create visual identities that are both flexible. I know the most inspiring brands are those which can adapt to a new environment while still being recognisable.

# SIMPLICITY


I love simplicity, and this can only be achieved through a creative process that combines exploration, logic & intuition. Nothing is left unexplored in my pursuit for simplicity.

# Let's make something great!

## CONTACT ME

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