

IBUKUN ADEYEMI

MOTION DESIGNER

Lagos, Nigeria | favouradeyemi6@gmail.com | [Portfolio](#)

SUMMARY

Visual designer with 5+ years of experience specializing in 2D and 3D motion design for leading brands including Interswitch, Brass, Grip, and Kuda. Proven track record of creating high-impact animations and visual narratives that drive engagement, strengthen brand identity, and deliver measurable business results.

PROFESSIONAL EXPERIENCE

Multimedia Designer | Interswitch

August 2024 - Present | Lagos, Nigeria

Interswitch is a leading African integrated payments and digital commerce company, powering seamless financial transactions across the continent through innovative solutions like Quickteller, Verve, and enterprise payment infrastructure.

Key Responsibilities & Achievements:

- Led motion design for high-profile brand events including VerveLife (Biggest Fitness Party), Quickteller InsomniaQ, Interswitch Kickoff, and Yearly Strategy Party, creating compelling event visuals, screen animations, and branded motion assets
- Contributed visual assets and animation support for Quickteller TVC and Verve TVC campaigns, ensuring alignment with brand tone and visual standards
- Collaborated with content and marketing teams to produce short-form motion visuals for social media and internal events, maintaining brand consistency and high visual quality across all touchpoints
- Designed OOH (out-of-home) advertising materials for Interswitch, Quickteller, and television commercials, expanding brand reach and visibility

Brand & Motion Designer | Brass Banking

April 2023 - 2024 | Remote

Brass is a financial services platform that supports businesses with seamless banking solutions.

Key Responsibilities & Achievements:

- Created captivating motion graphics and animations for marketing campaigns, product demos, and explainer videos that enhanced user understanding and engagement
- Collaborated with cross-functional teams, including marketing, product, and development, to maintain a consistent and cohesive brand presence, resulting in increased brand recognition and improved customer satisfaction
- Designed and managed social media creatives for Brassmoney, enhancing brand visibility and engagement across digital platforms

- Ensured brand consistency across all projects, maintaining alignment with Brass's visual identity and marketing objectives

Motion Designer | Kuda

2022 - 2023 | Lagos, Nigeria

Key Responsibilities & Achievements:

- Created short-form video content for Kuda and Kuda Business social media pages, developing engaging motion graphics and animations that drove user engagement and strengthened brand presence across digital platforms
- Designed and animated over 10 billboards for large-scale campaigns, reaching more than 100,000 users and significantly increasing brand visibility
- Collaborated with 2 product teams, 1 marketing team, and 6 designers to execute integrated campaigns, including a World Cup advertising campaign delivered just three months after joining

3D Motion Designer | Grip

2021 - 2022 | Lagos, Nigeria

Grip is a fintech platform focused on seamless financial transactions and user-centric experiences.

Key Responsibilities & Achievements:

- Led the production and development of 3D animated promotional videos and social media graphics, contributing to the acquisition of new users through engaging visual content
- Developed and implemented a structured 3D design system and customizable templates, improving workflow efficiency by 30% and reducing production time
- Collaborated with marketing and product teams to execute strategic visual direction that strengthened brand positioning, leading to measurable increases in brand awareness and recognition

ADDITIONAL EXPERIENCE

3D Illustrator & Motion Designer | Catlog

2022 - 2024 | Remote

Catlog is a platform that enables businesses to take orders via chat, manage operations, and receive payments seamlessly.

- Developed a comprehensive 3D illustration system that enhanced Catlog's brand identity and streamlined visual content production
- Produced marketing animated videos in both short-form and long-form formats, creating engaging visual content that effectively communicated product features and brand messaging
- Edited and animated human talking videos for social media, adding dynamic motion graphics and visual elements to enhance storytelling and viewer engagement

- Led the motion design for the Catlog yearly Wrapped project, delivering a compelling and interactive year-end experience for customers

2D Animator | Disrupt DNA

2020 - 2021 | Lagos, Nigeria

- Created engaging 2D animations that enhanced branding materials for social media campaigns, leading to a 10% increase in user engagement metrics
- Developed and executed innovative animation concepts aligned with client objectives, resulting in a 10% boost in client conversions
- Worked closely with the sales team to pitch creative ideas, contributing to a 15% increase in new business acquisitions

TECHNICAL SKILLS

Motion Design & Animation: After Effects, 2D Animation, 3D Motion Design, Rive

3D Design & Rendering: Cinema 4D, 3D Illustration, Arnold Renderer, Redshift, Lighting, Texturing and Shading

Design & Creative: Adobe Illustrator, Adobe Photoshop, Graphics Design, Art Direction

Video Production: Adobe Premiere Pro, Video Editing, Post-Production