

Oluwasegun Aina

Digital Communications and Motion Design Specialist

www.osegun.com | osegun@osegun.com | +44 7733 204621

PROFESSIONAL SUMMARY

Digital communications and motion design professional with more than 10 years of experience delivering brand, campaign, video and digital content for commercial, public-sector and healthcare organisations. Combines hands-on design and animation expertise with content writing, web development, accessibility auditing and performance analysis. Leads work from brief and concept through production, stakeholder review and delivery.

SKILLS

Digital communications Press releases, public-facing copy, internal communications, web and intranet content, CMS accessibility audits, public engagement support, analytics and reporting

Creative production Motion graphics, graphic design, animation, video editing, visual design, art direction, branding, campaign design, storyboarding, style frames, compositing, 2D and 3D production

Digital and UX UI design, UI animation, user experience, responsive web and mobile design, prototyping, HTML, CSS, WordPress, A/B testing and competitive benchmarking

Tools Adobe After Effects, Premiere Pro, Photoshop, Illustrator, InDesign, Figma, Cinema 4D, Blender, Redshift, Lottie, Rive and Asana

Selected brands and organisations NHS, Payoneer, Jumia, Big Brother Nigeria, Embraer, Mars, Adobe, AkzoNobel and Flirt Vodka

PROFESSIONAL EXPERIENCE

Digital Communications Support Officer | October 2024 – August 2026

NHS - Hywel Dda University Health Board

- Designed, coded and implemented the first version of an internal equipment inventory and booking application.
- Create media, videos, digital screens and information leaflets for press releases, board communications and major service changes.
- Draft press releases and public-facing copy, and write and review web and intranet content against organisational accessibility standards.
- Conduct digital accessibility audits of the CMS back end to support compliance with legal requirements.
- Analyse and report communications metrics to inform planning and team resilience, and support public engagement feedback sessions.

Consultant Motion and Graphic Designer | 2023 - 2024

Freelance

- Designed and animated assets and title sequences for programmes distributed on Amazon Prime, YouTube and Netflix.
- Created television advertising for Big Brother Nigeria, a programme with an estimated audience reach of more than 23 million people.
- Produced social media graphics and motion videos for a vodka brand whose following grew from 400 to more than 7,000.
- Wrote and animated an explainer video that supported Tono Digital's business-to-government product launch across four countries.

Consultant Motion and Graphic Designer | 2022 - 2023

Larsen Walsh / Gravity Global

- Created television advertising, outdoor creative, social media content and web graphics for Payoneer's global brand refresh during a year of 32% revenue growth.
- Developed campaign and pitch concepts in creative sprints that helped win seven new client accounts.
- Designed responsive web and mobile layouts, user experiences, interfaces and animations for the TaxBit brand refresh.
- Managed projects from concept to delivery and contributed to work recognised by more than 100 international marketing awards, including the CIM Marketing Excellence Awards and AVA Digital Awards.

Founder and Lead Motion and Graphic Designer | 2015 - 2022

Meridiem Mundi Atelier | mermun.com

- Produced marketing videos and key art for Jumia campaigns across African markets, supporting annual merchandise and fashion sales worth millions of dollars.
- Created an educational video for the Office of the President of Nigeria and Federal Ministry of Finance to explain a tax policy change to businesses and self-employed people.
- Developed architectural visualisations for LifeBank's expansion plans that supported investor presentations and helped the organisation raise more than \$5 million.
- Managed vendors, client meetings, events, conflict resolution and customer service, growing the agency from launch to more than \$100,000 in revenue within four years.

Graphic and Motion Designer | 2012 - 2015

Jumia (NYSE: JMIA)

- Initiated the launch of a content creation department that later became part of marketing and partnerships and generated \$3.5 million in 2021.
- Created banners and graphics that supported growth in daily site visits from fewer than 200 to more than 100,000 and multimillion-dollar annual revenue.
- Produced video, motion graphics, photo retouching, social content and web banners as Jumia reached its first 2 million social media followers.
- Art directed, wrote copy for and designed billboards and display advertising for international campaigns and events across print, digital and web channels.
- Analysed performance data and developed A/B testing and competitive benchmarking practices used across seven countries.

EDUCATION

Master of Business Administration in Marketing University of Lagos, Nigeria | 2022

Bachelor of Science in Biochemistry University of Agriculture, Abeokuta, Nigeria | 2010

CERTIFICATIONS

Managing Project Stakeholders PMI/LinkedIn | 2026

Build Wireframes and Low-Fidelity Prototypes Google / Coursera | 2024

UX Design Process Empathize Define and Ideate Google / Coursera | 2024

Foundations of User Experience Design Google / Coursera | 2023

Business Analytics Decision Making Using Data Cambridge Judge Business School | 2020

Android Development for Beginners Google / Udacity / Andela | 2017