
VICTOR ABAH

CREATIVE SPECIALIST

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PROFESSIONAL SUMMARY

Creative and detail-oriented graphic and web designer with six years of experience delivering impactful designs and managing web platforms. Demonstrated proficiency in branding, promotional materials, and web management, with strong expertise in creating user-focused and aesthetically pleasing websites. Highly skilled in Adobe Creative Suite, Figma, WordPress, HTML, CSS, and JavaScript. Proven ability to effectively manage multiple projects, collaborate with teams, and meet deadlines while maintaining high quality standards. Committed to staying current with design trends and leveraging technical skills to consistently achieve client goals.

WEBSITES, PORTFOLIOS, PROFILES

- www.letvicdoit.com

SKILLS

- HTML/CSS
- Adobe Creative Suite
- Visual Studio
- Microsoft office proficiency
- Internal communications
- CMS platforms
- WebMaster
- Content management
- Adobe creative suite
- Public relations
- Domain management
- Website maintenance

WORK HISTORY

Communication Intern, 04/2024 - 11/2024

GIZ Nigeria & ECOWAS – Lagos

- Supported creation and management of communications materials for internal and external audiences, ensuring brand consistency
- Produced high-quality graphic and multimedia content across channels, enhancing brand engagement
- Collaborated with the design team to optimize presentations, reports, and digital assets for stakeholder outreach
- Conducted research on industry trends and competitors, providing valuable insights for strategic planning.
- Improved website usability with regular content updates and search engine optimization strategies implementation.

- Assisted with marketing strategy development to increase public awareness and customer engagement.
- Helped with photo and video production and performed visual and sound editing tasks.
- Monitored media coverage and produced detailed reports to analyze impact of PR efforts.

Creative Specialist, 08/2022 - 10/2023

Gigamedia Limited – Abuja

- Developed and executed creative concepts for print and digital marketing, boosting brand presence and engagement
- Collaborated with cross-functional teams to achieve project goals on time and within budget.
- Championed the adoption of new software tools that streamlined workflows across multiple departments.
- Configured templates for clients to easily customize.
- Implemented customer feedback system to inform product development.
- Optimized website performance with regular evaluations and adjustments to page load times, image optimization, and code efficiency.
- Utilized analytics tools regularly to track website performance metrics and inform data-driven design decisions for future improvements.
- Developed graphic and image assets for both content and digital marketing efforts.
- Improved overall site aesthetics through the use of high-quality graphics, typography choices, color schemes, and layout principles.
- Designed eye-catching email marketing campaigns that effectively communicated promotional messages while remaining consistent with brand aesthetics.
- Coordinated copywriting and designed images to craft website content.
- Developed creative design for print materials, brochures, banners, and signs.
- Conceptualized creative designs for print materials, banners, and signs.

Graphic Web Designer, 01/2022 - 08/2022

Fujilla Nigeria Limited – Abuja

- Designed and developed graphic assets for digital media, including websites, social media, and mobile applications
- Enhanced user experience by delivering interactive and visually engaging graphic solution
- Managed updates, troubleshooting, and content integration for client websites
- Analyzed website analytics data to make informed design decisions based on user behavior patterns.
- Implemented responsive design techniques to ensure optimal viewing on multiple devices and screen sizes.
- Designed visually impactful infographics that effectively communicated complex data in easily digestible formats.
- Collaborated with marketing teams to create engaging email campaigns and promotional materials.
- Used content management system to analyze user engagement and website traffic metrics.

- Approved, reviewed and edited content flowing to website.
- Managed content distribution to online channels and social media platforms.
- Conducted usability testing to improve overall user experience and satisfaction levels on the website.
- Configured and purchased domains for websites.
- Conceptualized, planned and executed original designs for wide range of website properties.

EDUCATION

Bachelor of Science: Mathematics and Computer Science, 03/2017 - 09/2021

Joseph Sarwuan Tarka University - Makurdi

SOFTWARE

Adobe Creative Suit



Very Good

Visual Studio Code



Very Good

Microsoft Office Suit



Very Good

Figma



Very Good

Canva



Very Good