

(234) 703 294 1250
KHALIL.O.YUSUF@GMAIL.COM
DESIGN PORTFOLIO
PERSONAL WEBSITE

KHALIL TOSIN YUSUF

SUMMARY

I am a multidisciplinary designer bridging the gap between product interfaces, brand storytelling, and web deployment. Over the last 9 years, my work has spanned end-to-end UI/UX design, complete brand identity systems, and robust e-commerce development.

SKILLS

End-to-End Product Design, UI/UX, Rapid Prototyping, Figma, AI Workflow Integration (Claude, Gemini, Figma Make), Brand Identity Systems, Creative Direction, Adobe Illustrator, Adobe Photoshop, Product Photography Styling, Stakeholder Management.

EXPERIENCE

Freelance – UI/UX Designer

SEPT 2025 – AUG 2026

- Spearheaded end-to-end product design, encompassing UI components, user experience, and brand identity for applications and websites including Passu, Park Vega waterpark, and The Beauties Studios.
- Tested and evaluated UI solutions before engineering handoff, successfully reducing average design stage time by 30% through the integration of AI tools.

– Senior Web Designer

JAN 2020 – AUG 2026

- Developed and launched over 40 cost-effective websites using WordPress for white-label agencies and local businesses across Nigeria in diverse sectors ranging from Oil & Gas to Entertainment.
- Delivered optimal results with minimal resources, leveraging HTML/CSS and platforms like Elementor and WooCommerce to build robust custom category structures and e-commerce schemas.

Hubmark, USA/Jamaica – Brand Experience Designer

NOV 2023 – AUG 2025

- Directed full-stack design solutions and client management for international accounts across the Caribbean and the US within the fintech, hospitality, housing, and NGO sectors.

- Optimised business operations by designing workflows, configuring Zoho CRM, and setting up payment intake forms, seamlessly integrating payment gateways like WiPay Jamaica.

Chocolate City Music/Bean Creative Agency, NG – *Creative Designer*

OCT 2021 – DEC 2023

- Improved the brand's creative identity by over 100%, designing influencer-led event reports and decks that directly empowered managers to secure successful partner agreements.
- Pitched and led a bespoke product design initiative ("City Chocolate"), managing research, packaging schematics, and cross-functional alignment with the CEO, VP, and external stakeholders.

AFOREVO/MBI, NG – *Graphics Designer*

OCT 2017 – DEC 2019

- Designed 15 to 20 high-converting daily social media posters and YouTube thumbnails, collaborating directly with content managers to retain viewers.
- Drove up to 150% channel growth over two years, contributing directly to an accumulation of 12 million total YouTube views.

EDUCATION

Coursera/Google

JUNE 2026 | Credential ID: [50K2IE29UGGZ](#)

Foundations of User Experience (UX) Design

Udemy

2019 | Credential ID: [UC-PM9J45NC](#)

The Complete Front-End Web Development Course

University of Ilorin – *B.Sc. Ed.*

JULY 2011 – AUG 2015, ILORIN

Educational/Instructional Technology

LANGUAGES

English (Fluent), Yoruba (Native), Arabic (Basic)