

KHALID OLABODE IMAM

Senior Graphic Designer · AI-Enhanced Design

+234 9029735486 · imamkhaled20@gmail.com · [Portfolio](#) · [LinkedIn](#) · Lagos, Nigeria (GMT+1 — full overlap with CET)

Professional Summary

Senior Graphic Designer at Norebase, designing reports, pitch decks, and campaigns that turn business narratives into visuals people actually read. I bring 5+ years crafting brand identities across a global fitness app, a multi-client agency, and a UNDP-backed program, with generative AI built into my everyday workflow from first concept through to finished commercial output. I'm looking to build visual systems that make brands recognizable and drive real engagement.

Professional Experience

Senior Graphic Designer

Oct 2025 – Present

At [Norebase](#), I:

[Lagos, Nigeria](#)

- Own the visual side of company storytelling — reports, pitch decks and campaigns that turn dense business narratives into work people actually read
- Build AI into the production pipeline (Midjourney, Firefly, Magnific, Photoshop Generative Fill & Expand) to move faster from concept to finished, on-brand commercial visuals
- Partner with marketing and product on brand consistency, and lead quality control across everything the team ships

Lead Graphic Designer

Jan 2023 – Apr 2026

[Trainest App](#)

[California, USA \(Remote\)](#)

- Led graphic design for a fast-growing fitness product across marketing, campaigns and product communications reaching users on 3 continents
- Delivered 100+ assets — app store visuals, feature promotions, social content and campaign materials — with AI generation and Photoshop's generative tools built into the workflow
- Generated custom AI characters and lifestyle imagery (Magnific AI Suite, Leonardo.ai, Midjourney), holding one visual identity across markets without relying on stock photography
- Translated 5 core product features into conversion-driven visuals: nutrition, workouts, coaching, progress tracking and Smart Scan

Graphic Designer

Mar 2021 – Mar 2025

[Astract9 Design Agency](#)

[Lagos, Nigeria](#)

- Designed creative assets for 10+ client brands across content marketing, social media and branding projects
- Introduced AI into the agency workflow — Midjourney, DALL-E and Firefly for concept exploration and art direction — shortening the route from brief to approved creative direction
- Supported notable brands including ReelFruit and Lotus Bank, with selected work featured on billboards and in Lotus Bank's financial report
- Produced 200+ social media designs, logos, blog graphics and brand identity materials across campaigns

Graphic Design Collaborator

Mar 2021 – Jan 2023

[Impact Hub Geneva](#)

[Geneva, Switzerland \(Remote\)](#)

- Lead graphic designer for Accelerate 2030, a UNDP-backed global program supporting 50+ SDG-focused entrepreneurs
- Delivered 80+ assets per programme cycle across social media, presentations, reports, branding and internal comms — 100% on-time across all milestones

AI & Design Toolkit

AI Design Tools: Midjourney · Adobe Firefly · DALL-E · Magnific AI Suite (AI character generation) · Leonardo.ai · Figma AI · Photoshop Generative Fill & Expand · ChatGPT / Claude for conceiving

Design Software: Adobe Illustrator · Photoshop · InDesign · After Effects · Adobe Creative Cloud · Figma

Design Expertise: Brand Identity · Logo & Illustration · Campaign & Marketing Design · Social Media Design · Typography · Presentation & Report Design · UI Assets

Core Competencies: Creative Strategy · Brand Storytelling · Design Systems · Visual Identity · End-to-End Project Ownership · Stakeholder Collaboration & Feedback Iteration

Education

B.Sc. in Pharmacology

Oct 2014 – Nov 2018

[University of Lagos, Lagos, Nigeria](#)

Diploma in Product Design

Jun 2025 – Jul 2026

[AltSchool Africa](#)