



# Viraj Paul Otu

Senior Graphic Designer

📍 London, UK

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## Languages

English (Fluent)

## About

Senior print and digital designer. Experience with successful retailers and a multitude of award winning design agencies specialising in various sectors, makes me a knowledgeable, driven and well rounded asset to any company. I have a strong desire to creatively help forward-thinking innovative companies achieve their goals by taking their business to the next level. With my innate focus on positive solutions, I am always willing to go the extra mile.

### BRANDS WORKED WITH

bwp@

Dixons Carphone

Hunter

Revere

Revital

## Experience



### ● Senior Designer

bwp@ | Oct 2018 - Now

- BWP has a diverse range of clients, some mainly in the retail sector.
- Concept development for major campaigns with very tight deadlines, that successfully increased footfall in key locations and increased sales for brands ambitious brands
- Develop concepts into working collateral over various channels, from large format print to digital ad campaigns
- Lead designer for internal comms and website redesign



### ● Senior Designer

Hunter | May 2018 - Sep 2018

- Hunter is a brand development agency with a broad spectrum of clients in it's portfolio, from various sectors.
- Initially hired to support team with brand development of a new chain of restaurants: logo, interior and exterior visuals of the restaurant, brand language and collateral
- Presented design concepts to the chains business partners
- Moved onto real estate brochure development for one of Europe's largest property developers, all had to communicate the brands premium offering, while delivering the products unique characteristics and required very quick turnarounds
- Developed pitch documents for the company to win bids for real estate for development

### ● Senior Designer

Revere | Sep 2017 - Apr 2018

- Revere is a B2B marketing agency specialising in clients from the technology sector.
- Hired as cover for one week working on amends on user documents for technology products
- With my experience in digital design I requested that I offer support with the a website re brand, as the team were having difficulty hitting the mark with the client
- Generated a quick homepage proposal, which was sent along with the Creative Directors proposal resulting in client approval
- This result opened me up to more engaging projects: web development, augmented reality campaigns and digital marketing campaigns

### ● Senior Designer

Dixons Carphone | May 2017 - Sep 2017

- Design studio at the UK's largest electrical goods retailer.
- Managed the POS production of the company's customer support/installation Team Knowhow prior to launch.
- Designed POS templates, web banners, legal documents PRIOR DESIGNER EXPERIENCE

## ● Design Manager

Revital | Jan 2010 - Jan 2016

The UK's largest independent health food retailer.

- Initial post as Graphic Designer, lead visual communication - web and in-store POS
- Senior Designer. responsible for more of the companies customer communications: email marketing and seasonal branded campaigns, that exploring the brands unique offering. Also leading projects for white label and new branded consumable products
- Design Manager - Responsible for co-ordinating the brands 1st major re-brand over 20 years of trading. Lead the team during UX and UI Design processes for new website and managed the roll out of re-branded store refurbishments, design / pricing