

ABUNDANT JOEL

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I'm a brand and marketing designer who believes early-stage startups deserve more than templates and generic aesthetics. Over the last 3+ years, I've helped founders turn raw products into distinct, high-converting visual brands using Figma, Framer, Canva and Adobe.

Whether I'm building a pitch deck that secures buy-in or shipping a landing page that converts, my goal is simple: make early or growing concepts look established, trustworthy, and impossible to ignore.

Education	B.Sc. Mechatronics, Robotics & Automation Engineering, Federal University of Technology, Minna	2023 – 2028
Current Products	IRONSTONE : ironstone.ravennorthstudio.com Ironstone turns visual inspiration into a presentation-ready moodboard, helping designers turn scattered visual references into structured, polished, client-ready presentations in minutes.	
Experience	Creative Director @ Ravensnorth Studio Oct 2024 – Present - Founded and run own creative studio, rebranded from The Kre8tive to Ravensnorth Studio, delivering brand identity and web design to startup clients - Directed brand identity, pitch deck, and digital campaign work across multiple client accounts - Built and shipped ravennorthstudio.com as the studio's live site Marketing Lead & Brand Designer @ SUIMAIL Oct 2024 – Feb 2026 - Created and lead all marketing design ,branding, campaigns, social assets for the product - Built logos, color systems, typography, and brand guidelines used across multiple client projects - Produced marketing collateral on tight deadlines while keeping brand consistency across digital and print Brand Designer @ PayVerde Nov 2024 – Oct 2025 - Led full brand identity for a fintech startup: visual system, guidelines, and digital touchpoints - Built and maintained design systems used across product and marketing channels - Produced pitch decks and sales collateral aligned to growth goals Graphic Designer (Intern → Senior) @ ScholarPair Nigeria Feb 2024 – Apr 2025 - Promoted from intern to senior graphic designer within six months - Produced animations and social visuals that increased user engagement on the platform Brand Designer @ Imgos Mar 2025 – Apr 2025	

- Built a complete brand identity, positioning, visual identity, social design for a startup stuck behind launch delays
- Drove a 10x boost in audience engagement and 30%+ growth in traction within weeks of launch

Senior Graphic Designer @ TEDxMaitama

Jan 2024 – Nov 2024

- Led design for TEDx’s social and event campaigns
- Kept brand identity consistent across all campaign assets while growing social engagement

Community & Volunteer

Brand Designer (Freelance) – NAMTES FUT Minna Chapter
Volunteer Graphic Designer – Search Media FUT Minna
Lead Graphic Designer – GDGoC FUTMinna

Feb 2025 – Present
Aug 2024 – Present
Oct 2024 – Sep 2025

Tools & Skills

Design & No-Code Tools:
Figma, Framer, Adobe Illustrator, Photoshop, InDesign, Canva, CapCut

Marketing & Web Execution:
Framer web builds, high-converting landing pages, investor pitch decks, launch campaigns, social growth engines, brand strategy

Brand & Visual Systems:
Visual identity design, brand guidelines, conversion design, B2B & SaaS marketing design, visual storytelling

Measurable Impact: 10x audience engagement boost for startup launch · 30%+ social engagement lift · 167% social following growth · 25% project turnaround improvement

Certifications

HubSpot Marketing Software – HubSpot Academy
Social Media Marketing – HubSpot Academy

References

Available upon request.