

Emmanuel Ekwugha

Brand Strategist & Designer

+234 9137763483

thegraphase@gmail.com

Anambra State, Nigeria

SUMMARY

Strategic Brand Designer with 3+ years of experience delivering impactful digital products and scalable brand identity systems for B2B and B2C businesses, agencies, and startups in Tech, Marketing, Legal, and Real Estate. Expert in end-to-end branding, product development, and customer journey, focused on building brands that increase customer retention, streamline onboarding, and strengthen market presence.

[Website](#) [LinkedIn](#) [Facebook](#)

EXPERIENCE

The Graphase, Brand Designer

Aug 2022-Present | Nigeria

- Delivered high-impact visual designs for 65+ businesses, enhancing market recognition and driving immediate customer attention.
- Consulted 8 organizations on digital strategy, refining their brand presence and achieving 60% clarity on brand execution.

Aercard, Founder

Jan 2025-Present | Nigeria

- Leading product development and brand launch for a startup company, managing teams and PR.
- Designed the end-to-end brand identity and UI/UX, resulting in a 20% increase in user engagement and smoother customer onboarding.
- Established partnerships with local brands that drove 100+ initial user sign-ups and over 1,000 average monthly page visits.

Anambra LinkedIn Local™, Brand Manager

Jun-Dec 2025 | Nigeria

- Managed cross-functional teams, brand reputation, and internal operating system to ensure a consistent, professional brand identity across all communication channels.
- Optimized branding and Ops for a community of 1,000+ members, increasing event attendance and online engagement by 40%.

PROJECTS

Swiftup (Food Delivery Tech Startup)

- The Problem:** Entered a saturated delivery market with a weak, unstructured brand and no clear positioning to compete or build trust.
- The Solution:** Developed a visual identity system—including a scalable logo suite and strategic messaging—positioning Swiftup as a logistics-driven delivery platform built on speed, precision, and reliability.

EDUCATION

B.ENG (Bachelor of Engineering)

2021-2026 (In View)

Nnamdi Azikiwe University,
Awka

SKILLS

Strategy & Design

Brand Strategy & Positioning, Market & Competitive Analysis, Visual & Verbal Identity Design System, Product Offer Building, Visual Communication, UI/UX Design, Brand Guidelines

Engineering & Dev

Responsive Web Design (Figma/HTML/CSS/JS), Front-End Development (Frameworks/Database), System Automation (Ops), Information Architecture, Customer-User Journey Mapping.

Management

Cross-Functional Team Leadership, Product Roadmap Management, Strategic Partnerships, Business Workflow Optimization.

Tools

Figma, Adobe Illustrator, Adobe Photoshop, Coreldraw, VS Code, Jira, Google Workspace, Zoho, Notion, Canva, Claude, GPT

Pace Evolutions (*Renewable Energy Company / UK*)

- The Goal: Develop a high-conversion landing page for a UK-based renewable energy and electrical services firm.
- The Impact: Integrated a dynamic lead-capture system and energy savings calculator to reduce customer friction and clarify the value proposition of heat pump installations.

Aercard Digital Event Badge (*Phygital Product*)

- The Problem: Solved the bottleneck of slow manual check-ins and the friction of physical networking at large-scale professional events.
- The Solution: Built a digital badge system featuring QR-integrated profiles for instant check-ins and peer-to-peer contact exchange.

Kadlink Geo Consult (*Survey & Construction Company*)

- The Challenge: Conducted a brand discovery phase for a land surveying firm to transition their visual presence from a freelance operation to a structured corporate entity.
- The Engineering: Developed a professional identity system focused on "Authority" and "Precision"—key drivers of trust in the surveying and real estate industry.

ACHIEVEMENTS

- Received Certificate of Recognition from Anambra LinkedIn Local™ in Nov '25.
- Awarded the "Certificate of Excellence: CASAN".
- Two-time Academic Scholarships Recipient.
- Startup Incubation Finalist: SID Demo Day Pitch.

SPECIALIZATIONS

- Brand Strategy | The Futur
- Web Development (HTML/CSS/Javascript) | CodeLibre
- Frontend Development (React/Supabase/Postgres)
- Graphic Design | 99designs
- Client Management System | Abi Design
- Startup Business Model | Y-Combinator