



Toba Ademosu

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[LinkedIn](#)

I'm Toba; a Buckinghamshire based Digital and print Designer with expertise in brand identity and strategy.

I bring ideas to life. As a Digital and Print Designer with 15+ years of experience across Retail, Real Estate, Healthcare, Automotive, and Media, I craft designs that don't just look great—they drive results. With a background spanning B2B and B2C, I blend creativity with strategy to deliver impactful solutions.

Having worked in-house and agency-side, I thrive on collaboration, ensuring every project—whether branding, marketing, or digital—hits the mark.

Beyond design, I'm a football coach, 90s music enthusiast, and ping pong lover with a knack for finding the perfect pair of trainers.

Clients include Aviva, Suzuki, Epson, PayPal, Robinson's and Sage, across Technology, Media, Travel, Fashion, Events, and Music. Let's create something exceptional.

Experience

Current Role

Xigen

Creative Digital Designer

May 2019 – Present

I play a key role in concept ideation and campaign development across web, social media, digital signage, mobile, and print. With strong expertise in Adobe Creative Suite, I create engaging, multilingual campaigns while liaising with clients and external suppliers. Additionally, I contribute to new business pitches, ensuring impactful creative solutions.

Grace Group

Creative Team Lead

Feb 2017 – Apr 2019

Led the studio team, overseeing multi-platform campaigns, client relations, and new business pitches. Managed workflow, budgets, and creative execution across web, social, digital, print, POS, and OOH.

Oliver Agency

Creative Designer

Aug 2014 – Feb 2017

Tag Worldwide

Creative Artworker

Feb 2011 – Jun 2014

Graf Consultancy

Senior Designer

Apr 2009 – Feb 2011

Emap

Graphic Designer

Apr 2008 – Mar 2009

Conrad Advertising

Graphic Designer/Artworker

Jun 2006 – Apr 2008

Previous Roles

Optimax // Junior Graphic Designer

Jun 2004 – Sep 2005

Phlatline // Junior Graphic Designer

Oct 2002 – Sept 2004

Mentoring

Leading small teams revealed my passion for mentoring, sharing knowledge, and learning from fellow designers both in and outside the workplace. I believe in collaboration and never shy away from asking for help when I don't know something—iron sharpens iron, after all. Helping others achieve their ambitions in this competitive industry is incredibly important to me and remains one of the most rewarding aspects of my career.

Software



Key Skills

- Expertise in integrated design across print, digital, and merchandising.
- Creative, innovative, and detail-oriented with strong industry knowledge.
- Excellent time management, organisational, and multitasking skills.
- Professional approach to time, costs, and deadlines.
- Strong communicator with effective presentation and stakeholder management skills.
- Proficient in Adobe Creative Suite and design tools.

Education

Southampton Institute

BA (HONS.) Graphic Design & Marketing

Sept 1999 – 2002

London College of Printing

B-TEC National Diploma

Graphic & Typography

Sept 1997 – 1999

References

Available on request