

# ADEFEMI ADELE

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Brand Designer | WordPress & Elementor Expert | Software Designer

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## Professional Summary

Results-driven digital designer with over 6 years of hands-on experience specializing in WordPress (Elementor), software design design, and creative direction. Proven track record of leading design teams, building scalable websites, and delivering user-centric interfaces across industries including fintech, healthtech, and agriculture. Adept at turning complex business goals into high-performing digital experiences. Seeking a senior role to lead innovative web design projects and drive design systems from concept to deployment.

## Core Skills

- WordPress (Elementor Pro, ACF, WooCommerce)
- software design Design (Figma, Adobe XD)
- Web Animation (GSAP, Lottie)
- Responsive Web Design
- HTML, CSS (basic proficiency)
- Cross-functional Team Leadership
- Branding & Visual Identity
- SEO & Performance Optimization
- Agile & Remote Collaboration

## Professional Experience

### TwelveX Creative Agency - Lead Designer

June 2020 - Present

- Spearheaded the design and development of over 80+ WordPress websites, primarily using Figma, Elementor Pro.
- Developed custom design systems and global style kits to maintain brand consistency across clients' web platforms.
- Oversaw a team of junior designers and developers, delegating tasks and conducting quality assurance.
- Collaborated with copywriters, developers, and clients to design conversion-optimized landing pages.

- Integrated animations and interactive elements using GSAP and Lottie for immersive experiences.
- Led branding projects and UX revamps for clients in real estate, fintech, fashion, and healthcare.

#### Key Wins:

- Reduced average project turnaround time by 30% through streamlined design workflows.
- Introduced reusable Elementor kits, improving team efficiency and cross-project scalability.

### **CartAGRO - Chief Information Officer & Brand Designer**

Jan 2023 - Present (Remote)

- Directed the platform's software design redesign and led web development efforts using Elementor & custom blocks.
- Created the brand book, style guide, and component library for a consistent design system.
- Delivered responsive dashboards and product pages tailored for agri-tech logistics and commerce.
- Oversaw tech strategy aligning design, development, and marketing to support user growth.

### **MyMedTrac - Product Designer (Contract)**

2022 | Remote, USA

- Designed and developed the healthtech startup's marketing website on WordPress using Elementor, focusing on accessibility and patient-centered design.
- Delivered wireframes, responsive mockups, and end-to-end software design across all breakpoints.

### **Cousant Limited - Visual Designer**

2019 - 2021 | Remote, Lagos

- Created responsive landing pages, decks, and pitch materials for B2B platforms and SaaS clients.
- Worked closely with developers to hand off Figma-to-WordPress design assets.

### **EUC Group - Graphic & Web Designer**

2017 - 2020

- Designed and maintained the group's main website and microsites using WordPress.
- Developed visual identities and estate branding materials across print and digital.

### **Education**

B.Tech - Electronics & Electrical Engineering

Ladoke Akintola University of Technology (LAUTECH), Ogbomoso

Second Class Upper | 2011 - 2018

## **Portfolio**

[femiadele.com](http://femiadele.com) - Case studies, design systems, and WordPress/Elementor projects.