

ISAIAH ANIEKAN ISRAEL

Creative Designer | Video Editor | Brand Identity Specialist | AI Web Developer

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Portfolio: behance.net/creativeeazy || web design portfolio: <https://swiftcreator.vercel.app/>

PROFESSIONAL SUMMARY

Creative Designer and Video Editor with 6+ years delivering end-to-end brand experiences across visual design, motion graphics, and AI-powered web development. Architected 200+ brand identities and produced 100+ professional video projects while pioneering rapid web development using AI tools (Lovable, Claude Code, Bolt) with 48-hour delivery capability. Expert in transforming brand visions into compelling visual narratives through advanced video editing (DaVinci Resolve, CapCut), motion design, and scalable design systems. Combines artistic creativity with technical precision to deliver pixel-perfect branding, scroll-stopping video content, and fully functional websites at startup speed. Proven track record achieving 40% engagement growth, 2.1M video views, and ₦2M+ revenue through strategic creative execution.

PROFESSIONAL EXPERIENCE

Creative Designer & AI Web Developer (Remote) | ExcelMind Cyber, Chicago

Jul 2023 – Present

- Architected complete brand identity overhaul for cybersecurity portfolio, delivering 8 cohesive visual frameworks (logo suites, color systems, typography guidelines, brand manuals) that elevated client retention rates by 28% within first quarter
- Developed AI-powered web solutions using Lovable, Claude Code, and Bolt.new, delivering fully functional marketing websites and landing pages within 48-hour turnaround while maintaining brand consistency and responsive design standards
- Designed 50+ LinkedIn content templates and social media assets, scaling organic content production by 300% and establishing cohesive visual brand language across digital touchpoints
- Engineered presentation templates and pitch decks for C-suite stakeholders, reducing design turnaround from 72 hours to 6 hours through systematic design systems and reusable component libraries
- Created UI/UX wireframes and interface designs for SaaS platform dashboard, conducting A/B testing across 1200+ users that resulted in 42% improvement in task completion rates through strategic visual hierarchy and interaction design

Brand Designer & Video Editor (Remote) | The CrossTV, Duarte, CA

Aug 2022 – May 2023

- Directed complete brand identity redesign for digital ministry platform, crafting cohesive visual identity system (logo suite, typography system, color palette, iconography, brand guidelines) that elevated donor conversion rates by 28% and expanded reach to 15 new markets
- Produced and edited 75+ YouTube videos using DaVinci Resolve and CapCut, designing A/B-tested thumbnail systems across 8 content verticals that increased click-through rates by 34% and drove 2.1M additional views
- Created scroll-stopping social media video content (Instagram Reels, Facebook videos, Twitter clips) optimized for platform-specific algorithms, generating 450K impressions monthly and boosting engagement rates by 62%
- Developed sermon series visual identity workflow using motion graphics, animated lower thirds, and branded video templates, reducing production turnaround from 5 days to 8 hours while maintaining 98% brand consistency across 40+ seasonal campaigns
- Orchestrated cross-functional collaboration between pastoral, marketing, and production teams to establish a unified design language for broadcast and digital content, eliminating visual fragmentation across 12 platforms and cutting revision cycles by 55%

Social Media Designer & Content Creator | ResumePro, Lagos

Jan 2019 – Jun 2022

- Designed a cohesive Instagram content design system featuring 60+ customizable templates for career coaching, increasing the monthly engagement rate from 2.8% to 7.4%, and driving 3,200+ profile visits per week

- Produced scroll-stopping video content (Reels, TikToks, YouTube Shorts) using CapCut and motion graphics, achieving 420K total video views and contributing to 35% follower growth across all social channels within 6 months
- Pioneered motion graphics and animated infographics for educational content, increasing average content saves by 68% and expanding organic reach by 25,000+ accounts monthly without paid advertising
- Coordinated A/B testing campaigns for 50+ social media graphics and video variations, analyzing performance metrics to identify optimal creative elements that boosted click-through rates by 52%
- Redesigned promotional graphics and video campaigns for seasonal offerings, generating ₦2M in service bookings and achieving 41% conversion rate improvement through strategic creative execution

CREATIVE SPECIALIZATIONS

Brand Identity Design: Logo Design | Brand Strategy | Visual Identity Systems | Brand Guidelines | Typography Systems | Color Palette Development | Iconography | Brand Manuals

Video Production & Editing: Professional Video Editing | Motion Graphics | Animated Infographics | YouTube Content Production | Social Media Videos | Lower Thirds | Title Sequences | Color Grading | Audio Mixing

Visual Design: UI/UX Design | Design Systems | Component Libraries | Social Media Graphics | Presentation Design | Marketing Collateral | Thumbnail Design | Web Design

AI Web Development: Rapid Website Development (48hr delivery) | Landing Pages | Marketing Websites | Responsive Design | AI-Assisted Coding | Deployment & Hosting

TECHNICAL TOOLS & PLATFORMS

Video Editing & Motion Graphics

DaVinci Resolve (Professional) | CapCut (Advanced) | Motion Graphics | Color Grading | Audio Editing

Design Tools

Figma (Advanced) | Adobe Creative Suite (Photoshop, Illustrator, InDesign) | CorelDRAW | Canva Pro

AI Development Tools (48hr Web Delivery)

Lovable AI (Rapid Prototyping) | Claude AI & Claude Code (Development) | Bolt.new (Instant Deployment) | Cursor AI |

Automation & Workflow

N8N (Workflow Automation) | Zapier | Make | API Integration | Google Workspace | Microsoft Office Suite

Collaboration & Project Management

Slack | FigJam | Asana | Notion | Trello | ClickUp | Google Drive

CORE COMPETENCIES

Creative Direction | Brand Strategy & Identity | Video Production & Editing | Motion Graphics | Graphic Design | UI/UX Design | Design Systems Architecture | Rapid Web Development | AI-Powered Solutions | A/B Testing | Performance Optimization | Cross-Functional Collaboration | Client Relationship Management | Project Management | Agile/Scrum Methodologies

CERTIFICATIONS & PROFESSIONAL DEVELOPMENT

Google UX Design Professional Certificate | Google | May 2023

Figma Advanced: Design Systems & Prototyping | Coursera | Feb 2024

Brand Identity Design Specialization | AVStudio Academy | Jun 2024

User Interface Design | Geneza School of Design | Mar 2025

EDUCATION

Bachelor of Arts in English and Literature, University of Nigeria, Nsukka

KEY ACHIEVEMENTS

- **Brand Portfolio:** Architected 200+ distinctive brand identities across tech, ministry, and career services sectors

- **Video Impact:** Produced 100+ professional videos generating 2.1M+ views and 450K monthly impressions
- **Revenue Generation:** Creative campaigns directly attributed to ₦2M+ in client revenue and 28% retention improvement
- **AI Web Development:** Pioneered 48-hour website delivery using AI tools, delivering 20+ projects with 100% client satisfaction
- **Engagement Growth:** Achieved 40% online engagement growth and 420K video views through strategic creative execution