

Profile

Name	Basola Michael
Date of Birth	08 April 1997
Nationality	Nigeria
Language	English & Yoruba

Contact

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Personal Skills

- Creativity
- Innovation
- Brand Management
- Collaboration

Hobbies

- Designing
- Gaming
- Swimming
- Volunteering

Awards

First runner up for CFA Research Challenge competition representing Covenant University 2019.
Nominated for graphics designer of the year in Covenant University 2018/2019.
Entrepreneur of the year for NACOSS meritorious award 2018/2019.
Graphics designer of the year at All Varieties Award (AVA) 2019.
Youth fashion brand of the year at All Varieties Award (AVA) 2019.

Connect

- www.linkedin.com/in/michael-basola-5b593b165/
- www.behance.net/mbashola703e
- bigbashtheking
- bigbash3000
- Bigbash27

Basola Michael

Creative Designer | Brand Designer | Print Expert

About Me

Multidisciplinary creative designer and brand specialist with a strong foundation in print and visual communication with more than a decade experience. Driven by creativity and guided by strategy, I craft compelling brand experiences that go beyond aesthetics to deliver measurable impact.
With extensive experience in branding at MRS & BESTAF Group, I develop comprehensive visual identity systems that clearly communicate a brand's message across print and digital platforms. My expertise spans concept development, brand storytelling, and production-ready design, ensuring every project is not only visually striking but also strategically aligned and execution-focused.

Education

Covenant University / 2015 – 2020
School Masters Academy / 2013 - 2014
Crescent Hall International School / 2010 - 2012
Corona Secondary School / 2007 – 2010

Qualifications

B.Sc. Computer Science
SAT
WASSCE
IGCSE

Work Experience

- **Senior Brand Designer at MRS Group (March 2022 - Present)**
  - I manage and enforce brand identity consistency across all touchpoints while leading the design of product labels, packaging, and marketing campaign visuals.
  - I also create corporate communication materials, digital assets for web and social media, and internal branding presentations to ensure a cohesive and impactful brand presence.
- **Senior Creative Designer at Bestaf Group (September 2021 - Present)**
  - I oversee brand identity management, ensuring consistency across all platforms, while leading the design of promotional campaigns and digital marketing creatives.
  - I also develop sales support materials and internal branding assets to strengthen brand visibility and drive business growth.
- **Brand Designer for Octavus Petroleum Limited (May 2024 - May 2025)**
  - I led brand development initiatives and created cohesive corporate branding assets to establish and strengthen the company's visual identity across all touchpoints.
- **Creative Director at CGC Gas Ltd (November 2023 - October 2024)**
  - Provision of strategic and creative leadership by driving brand strategy, overseeing concept development, and ensuring high-quality execution of all creative projects in alignment with business goals.
  - I led and mentored a multidisciplinary team, manage budgets and timelines, and collaborate across departments to deliver innovative, consistent, and impactful brand experiences.
- **Campaign Designer for Senator Tokunbo Abiru (September 2019 - December 2019)**
  - Developed and managed the campaign's visual identity, ensuring consistent branding across all promotional materials.
  - Designed key campaign assets, including merchandise, digital creatives, and communication materials, to effectively communicate the candidate's message and strengthen public engagement.
- **Volunteer as assistant creative lead at Gracit Technological Foundation (June 2017 - December 2023)**
  - Supervise and also create some of the graphics for our social media platforms. This helps people see the vision Gracit is trying to attain and the goals we have accomplished.

Proficiency

- Adobe Illustrator
- Adobe Photoshop
- Figma
- Gemini
- Chat GPT
- Adobe Firefly

Professional Skills

- Leadership
- Creative & Design
- Print & Production
- Editorial
- Ai generation
- Presentation

Referees

Mrs Oluwatoyin OlufunshoGodson
Sales & Marketing Manager
MRS Oil Nigeria Plc
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