

Paul Chukwudinma Ikonne

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SUMMARY

I'm a broad-spectrum Visual Designer with 8+ years of experience. As the creative force behind the design persona 'Axenic', I leverage years of project-tested, broad skillset in crafting clean, effective, and lasting solutions for brands to promote sales, and or improve reach across all touchpoints. Whether leading local or remote teams, I bring a good sense of humour, expertise in project management, and an inherent spirit of excellence to every project.

SPECIALTIES

1. Branding & Marketing
2. Web Design
3. Layout Design & Publishing

WORK EXPERIENCE

Axenic School of Visuals & Technology

04/2024 - Present

Design Instructor

Remote

Building a tech school with the focus of revolutionizing tech education in Nigeria by offering expert-led courses in creative, tech, and engineering skills.

- Training engineering and visual design students on our pilot courses with a 95% objective completion rate from students and a consistent 4.5+ student rating on each lecture.
- Managing a small team of five employees to kickstart the company while creating a healthy workspace, measured by anonymous monthly employee feedback.
- Volunteering as a Design Mentor on adplist.org with over 1450 hours of mentorship hours and a 5-star rating from happy mentees from different parts of the world.

Axenic Arts

04/2020 – Present

Freelance Graphic & Web Designer

Hybrid

- Top *1% Earner in Graphic Design (Nigeria). Generated over ₦17 million in revenue as a Freelance Designer over the past 3 years, all without paid ads. A testament to satisfied high-profile clients, strong referrals, and unwavering excellence. (*Glassdoor, July 2024)
- Providing brand identity design, web design, and book layout/publishing services to a wide range of clients—both local and remote—with an impressive >95% client retention rate and positive reviews.
- Built and now maintaining Chikwado Trading Academy's membership website, which includes a blog feature. Impressively, the site achieves a 92% SEO score, a 93% performance rating, and a perfect score in best practices according to Google Lighthouse.

Broken Walls Media

02/2019 – Present

Head of Design

Lagos, NG

Broken Wall Media operates as a media agency, with its flagship weekly live show titled "Common Sense for Relationship."

- Skilfully utilized Monday.com to manage the Photo Studio and Podcast Studio Launch project from February to June 2024. The project encompassed team coordination, advertising efforts, and studio branding.
- Daily design supervision and mentoring, ensuring brand harmony across all ongoing projects.
- Actively collaborated with the Head of Marketing in goal setting and strategy meetings.

Axenic Arts

01/2016 – 04/2020

Freelance Graphic Designer

Hybrid

- Conceptualized and executed the branding for the TTRWE 2024 event, achieving all set targets, including a remarkable 23% increase in event registration and attendance.
- By creating multiple design variants for each product and producing realistic 3D renders for marketing flyers using Cinema 4D & Octane ahead of manufacturing, we achieved an outstanding 17% market penetration within just six months of launching McQwenzi Pharma's debut veterinary drugs.

PROJECT HIGHLIGHTS

Prestigious Homes Limited

Real Estate Web Development & Maintenance

05/2022 - Present

prestigioushomeslimited.com

- Designed a real estate website with the client's property data. The website is primarily used by the marketing team for new and old project presentations; boosting overall unit sales with over 80 units sold since launch, averaging over ₦5.2 billion in revenue.
- Coded and integrated a themed Google Map using the Google Clouds Maps API with live properties navigation, improving the website appeal, increasing page use time, and maintaining a consistent brand look.
- Initiated a long-term web maintenance contract, ensuring a 99.9% website uptime and 92% SEO (Data from Google Lighthouse)

Buc Phones Limited

Branding & Marketing Designs

01/2020 – Present

- Co-authored and designed over 40 brief educational social media carousels—2 Minutes Gadgets—boosting brand engagement by 68% and improving overall monthly sales.
- Collaborating monthly with the Marketing Lead to ideate marketing campaigns, set up strategies and content calendars, and design engaging social media banners and print media items.

Anietie Bature

Personal Brand Management & Book Layout/Publishing

04/2018 - Present

anietie.com

- Worked with Anietie on her debut book project—Husband Material—where I professionally handled the cover design, book layout creation, mock-ups, and marketing banners.
- Redesigned the client logo and website, incorporating new brand elements, and adding an eCommerce feature to sell client's mech, reducing bounce rate by 37% after launch.

MAJOR TOOLS

- Adobe Photoshop (9.0/10)
- Adobe InDesign (10/10)
- Adobe Illustrator (8.0/10)
- Photography (9.0/10)
- WordPress (8.5/10)
- HTML/CSS (7.0/10)
- Web Builders (Elementor, Tatsu, etc) (9.0/10)
- Adobe Premiere Pro (8.5/10)
- Adobe After Effects (5.0/10)
- Cinema 4D & Octane (7.5/10)
- Figma/XD (6.5/10)

EDUCATION

Level 5 Advanced Technician Diploma (NVQ 5) in Mechanical Engineering
The City & Guilds of London Institute (Union Technical Training Centre)

2020 – 2023
Distinction

National Diploma (ND) in Mechanical Engineering Technology
Petroleum Training Institute, Effurun

2011 – 2013
Distinction

CERTIFICATES

- **Data Analytics Professional Certificate.** Coursera & Google (Ongoing)
- **IELTS General Training (Overall Score–Band 8).** British Council (April 2023)
- **Project Management.** LinkedIn Learning & Microsoft (March 2023)
- **Product Design.** Dufuna & Beneficiary of UK-Nigeria Tech Hub. (2021)
- **Theory Sprints.** Proximity School of Design by Jarrod Dysdale. (2018)

SKILLS

- Leadership, Communication, Public Speaking, Creating Writing
- Microsoft Office, Project Management Tools (Monday.com, MS Projects, Click Up, etc)
- AutoCAD, SOLIDWORKS