

# Peter Morenikeji

## Creative Specialist & Motion Designer

Lagos, Nigeria | [morenikejipeter@gmail.com](mailto:morenikejipeter@gmail.com) | +234 813 085 1053

[petermo.pismolab.uk](https://petermo.pismolab.uk) | [LinkedIn](#)

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### PROFESSIONAL PROFILE

Creative Specialist and Motion Designer with 6+ years of experience developing brand identities, campaign visuals, event materials and motion content. Translates client briefs into consistent digital and print communications, from initial concepts to final artwork. Combines in-house and freelance experience with website design, digital product development and AI-assisted workflows.

### CORE EXPERTISE

**Brand identity & visual communication:** Logos, typography, packaging and stationery.

**Motion & video:** Motion graphics, promotional videos, app walkthroughs and editing.

**Campaigns & events:** Social content, digital advertising, print and event graphics.

**Web & creative technology:** Website design, digital products and workflow automation.

### PROFESSIONAL EXPERIENCE

#### Creative Specialist

Commercium Africa

Nov 2023 - Present

- Develop creative concepts and produce digital and print communications for clients, translating briefs and brand guidelines into coordinated visual assets.
- Design event and campaign materials, including backdrops, partner photowalls, roll-up banners, signage and screen graphics.
- Create motion graphics and video content, adapting campaign ideas across static and animated formats while maintaining brand consistency.

#### Freelance Graphic & Motion Designer

PismoCreations | Independent creative practice

Jun 2020 - Present

- Develop visual identities and extend them across packaging, stationery and brand communications for independent clients.
- Create campaign graphics, social media assets and motion content, taking projects from client briefs and concepts through to final artwork.
- Prepare design files for digital and print use, adapting layouts and visual treatments to each brand and format.

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## PROFESSIONAL EXPERIENCE, CONTINUED

### Designer & Motion Designer

JOLOJOLO Logistics | Freelance

Sep 2025 - Aug 2026

- Designed social campaigns and in-app promotional banners for grocery shopping, delivery and seasonal offers.
- Created promotional motion content and app walkthroughs, carrying the brand direction across static and animated assets.

### Social Media Manager & Designer

Iatros Specialist Hospital | Freelance

Jul 2025 - Jul 2026

- Managed social media content and designed patient-facing communications for fertility, screening and women's health services.
- Translated topics such as hysteroscopy, IVF and egg freezing into clear visual content for social campaigns.

### Remote Graphic & Motion Designer

Learnomic Mindful Learning

Aug 2021 - Oct 2023

- Produced digital learning materials and motion videos to project briefs and brand requirements.

### Freelance Graphic Designer

Jadek Farms

Jan 2021 - Dec 2021

- Created print, digital and presentation artwork in collaboration with the Creative Director.

## TOOLS

Adobe Photoshop, Adobe Illustrator, Adobe After Effects, Figma and Canva.

## EDUCATION & PROFESSIONAL DEVELOPMENT

### Higher National Diploma & National Diploma, Accountancy

The Polytechnic, Ibadan | 2013 - 2018

**After Effects Motion Graphics - Motion Hero** | Udemy, 2025

**Elementor Mastery** | Udemy, 2025

**Typography: Graphic Design Foundations** | Lynda, 2021