ADEPÉJU ALAWUSA

Senior Graphic Designer / Art Director

Brand Systems • Property Marketing • Campaign Design • AI-Accelerated Design Workflows

Denver, CO | linkedin.com/in/pejualawusa

PROFESSIONAL SUMMARY

Senior Graphic Designer and Art Director with 6+ years of experience leading brand systems, campaign design, and sales-driven marketing for real estate developers, homebuilders, agencies, and mission-driven organizations. Skilled at translating complex offerings into clear, compelling visual narratives. Known for partnering cross-functionally to deliver design that performs, scales, and drives measurable results.

CORE SKILLS

Brand Systems & Visual Identity

Campaign Design (Print & Digital)

Real Estate & Property Marketing

Art Direction & Creative Leadership

Buyer Psychology & Sales Enablement

AI-Assisted Design Workflows

Presentation & Pitch Deck Design

Adobe Creative Suite (InDesign, Photoshop, Illustrator)

PROFESSIONAL EXPERIENCE

Century Communities, Inc. (NYSE: CCS)

Senior Graphic Designer | April 2019 – Present | Greater Denver Area

- Led end-to-end design for marketing and sales collateral supporting residential developments across multiple U.S. markets
- Developed cohesive brand systems for master-planned communities and new home launches across print, digital, email, and social channels
- Partnered with marketing and sales teams to improve buyer acquisition, engagement, and conversion
- Designed digital ad campaigns contributing to +20% web traffic and +10% new home sales
- Introduced AI-powered design workflows for concept generation and production acceleration, reducing timelines by up to 60%

Bodega Design Lab

Creative Director / Senior Designer (Freelance Studio) | June 2021 – Present

- Founded and led a creative studio delivering branding, marketing, and digital solutions for small businesses, nonprofits, and healthcare organizations
- Designed brochures, annual reports, fundraising kits, and campaign materials that increased outreach and donor engagement
- Built responsive, mobile-first websites optimized for accessibility and UX
- Introduced AI-assisted design processes to accelerate ideation, reduce content creation costs, and speed delivery

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EDUCATION

Art Institute of Colorado – Graphic & Interactive Design

Fashion Institute of Technology – Advertising Design

New York Institute of Technology – Communication Arts

CERTIFICATIONS

InDesign 2024 Essential Training

Adobe InDesign 2024 Professional Certificate

Additional agency experience available upon request

Portfolio: pejualawusa.com