

OSUWA OLUWASEUN JAMES

AI CREATIVE DESIGNER | MOTION, VIDEO & ADVERTISING

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PROFESSIONAL SUMMARY

Multidisciplinary creative designer with 5+ years of experience across agency, fintech and AI-focused creative teams. I work across advertising, motion, video and visual design, taking ideas from rough direction to finished creative. My current work combines traditional design and editing with generative AI to create commercials, social content, product videos and campaign visuals.

EXPERIENCE

Graphic & Motion Designer | AI Content & Video | VidAU

Nov 2024 – Present

Remote

- Create AI commercials, motion content, product videos, social content and campaign visuals, working across visual direction, generation, editing and final delivery.
- Work with Veo 3.1, Seedance, WAN and Kling alongside After Effects, Premiere Pro, Photoshop and Illustrator.
- Own end-to-end AI creative execution from provided concepts: develop image prompts, generate source visuals and video, direct for natural and realistic results, then complete motion design, editing, sound and post-production using Veo 3.1, Seedance, WAN, Kling and After Effects.
- Produced the majority of VidAU's video creative during a six-month reporting period in which multi-platform content generated 743K+ reach and 1.16M+ impressions.
- Produced an AI-driven Lamborghini trend video that became VidAU's top-performing April W4 content across Instagram, Facebook and YouTube, generating 1.4K+ combined impressions/views.
- Create organic social content, product demos and AI commercials; repurpose creative across platforms, develop test variations and use performance data to inform subsequent executions.

Art Director | Renmoney

Apr 2024 – Dec 2024

Lagos, Nigeria

- Took on more responsibility for how campaign, social and brand work came together visually while remaining hands-on with design, motion and video.
- Worked across marketing campaigns, video-led content and shoots, helping turn briefs into clear, consistent visual communication.

Graphic Designer | Renmoney

Dec 2021 – Apr 2024

Lagos, Nigeria

- Created campaign visuals, social content and marketing materials across different parts of the business, later expanding into motion graphics, video editing and content production.

Jul 2020 – Mar 2022

Visual Designer (Contract) | OrpheeZ

Lagos, Nigeria

- Worked on visual design for social media, marketing and brand communication, turning developing design skills into real client and commercial work.

Graphic Design Intern | OrpheeZ

Apr 2021 – Jun 2021

Lagos, Nigeria

- Supported day-to-day creative work while building a stronger foundation in layout, typography and visual communication.

CAPABILITIES & TOOLS

Creative: AI Advertising • Motion Graphics • Video Editing • Advertising Design • Graphic Design • Art Direction • Visual Storytelling

Tools: After Effects • Premiere Pro • Photoshop • Illustrator • Figma • CapCut • Veo 3.1 • Seedance • WAN • Kling

EDUCATION

University of Lagos | B.Sc. Metallurgical & Materials Engineering

2014 – 2018