SELECTED WORK

Design Portfolio 2026

Adeola Otubusen

Hi, I'm Adeola

Hi, I'm a self-taught designer focused on visual design to bring joy and boldness to everyday experiences. I believe design plays a big role in how people interact with the world around us; with each other, the physical & digital world. I aim to use these skills to bring others together through fun and interactivity, creating a lasting, positive impact.

TOOLS

PHOTOSHOP
ILLUSTRATOR
AFFINITY
FIGMA
WORDPRESS
HTML & CSS
JAVASCRIPT

RELEVANT EXPERIENCE

JAN - MAR 2026 **Freelance Web Designer**, Client: Cotisens Solicitors

Redesigning the law firm's website, including selecting colour palettes, applying a typographic system, improving the flow and navigation and translating these designs into WordPress, with the aim of clarity and showcasing testimonials.

AUG - NOV 2025 **Volunteer UX Designer**, Running Mammals

Contributed to the design of the mobile and web interfaces, providing wireframes for the AI-driven wellbeing startup, focusing on visual hierarchy and layout clarity. working closely with the developer and the rest of the team.

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Ps Ai

CONCEPTUAL PROJECT

Art Club

CLIENT: Art Club, a fictional jazz band
TARGET AUDIENCE: Young jazz fans (18-30), all genders

Art Club is Glaswegian jazz band blending jazz, afrobeat, electronica and soul sounds to create a timeless but explosive sound of their own.

Art Club are looking for a new logo and a visual identity including illustration for their upcoming EP, "Crystal Children".

I created a new logo design to represent their bright energy, youthfulness and vibrancy, and a visual identity for their vinyls and merchandise to geenrate excitement amongst their fans.

Visual Identity

Art Club want to present themselves as energetic, youthful, vibrant and also a staple for timeless music. For the logo, I looked into existing designs in the current UK Jazz scene noting that organic shapes, vivid colours, bold typography and freeform layouts were popular.

Inspired by this research, I wanted to bring in an organic brush stroke for the band's logo. The image shows different variations of the logo.

The colours chosen are inspired by the 60s and surrounding eras when soul jazz was popular and selected typeface Babas Neue, self-described as impactful and bold.

LOGO DESIGN

Logo (and variants)

Typography

A

BEBAS NEUE REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Colour Palette

Visual Identity

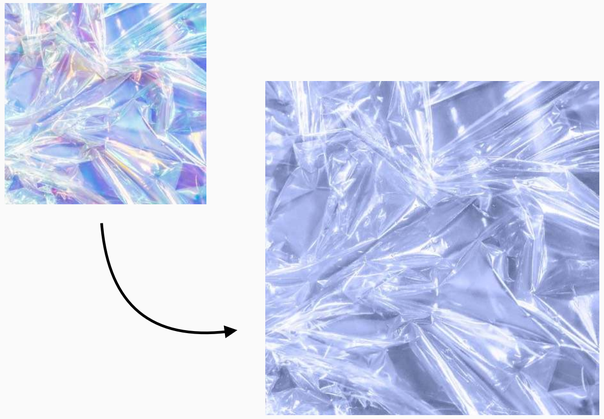
For the "Crystal Children" EP, I was inspired by research into crystals and their natural but geometric shapes. To bring in Art Club's love for illustrations, I created hand-drawn crystal shapes as the main motif of the design.

The colour palette represents youthfulness of Art Club but also fits the theme of "crystals". The Myriad Variable Concept typeface is used as this is legible for the written content on the cover.

I used royalty free photography by Emily Bernal which looks like a close-up of a crystal with light refraction. I retouched the original photograph to a blue-tone to fit the theme of crystals.

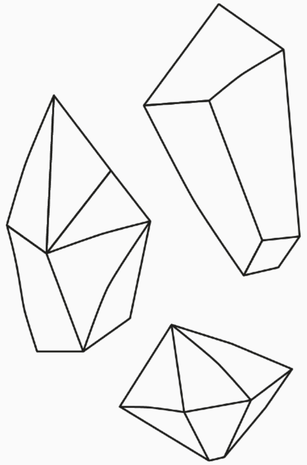
EP ARTWORK DESIGN

Background image



Illustrations

Geometric, hand-drawn



Graphic elements

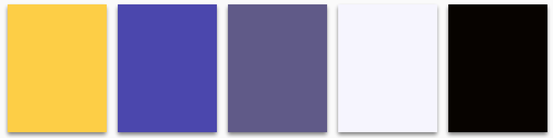
A

Myriad Variable Concept

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Colour Palette

Bold, youthful, clear



Vinyl Sleeve Design

Fans get a choice of two options for the vinyl. Both include a composition of the crystal illustrations, one with a brighter yellow appearance, with the illustrations with an overlay of the imagery and the other as a minimalist stroke version of the composition.

Both have a back cover with the track list, utilising the crystal imagery and outlines of the crystals.

The design options would generate exciting amongst the fans and add to their collection of memorabilia.

Vinyl Sleeve - Front (Version 1)

Vinyl Sleeve - Front (Version 2)

Vinyl Sleeve - Back

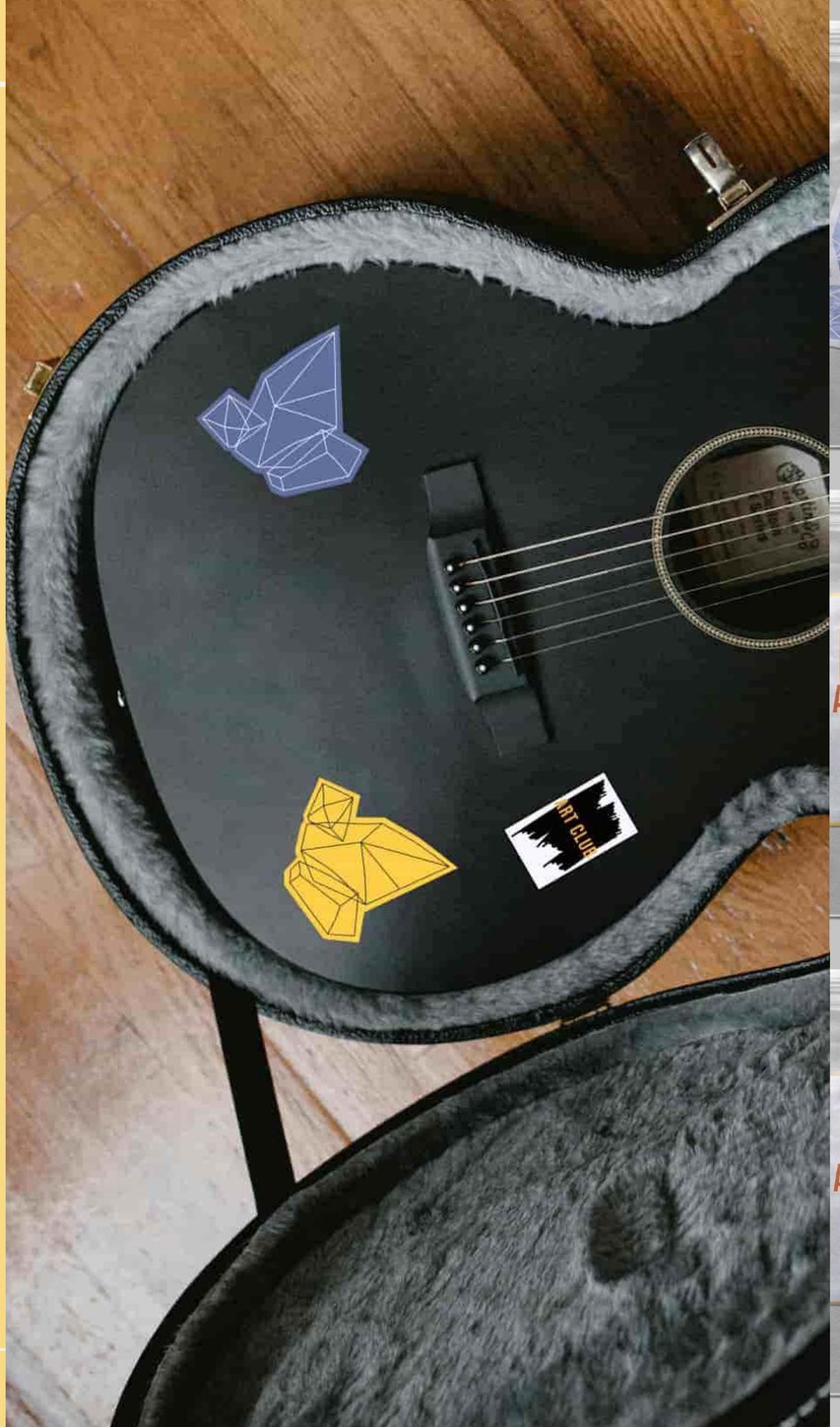
Merch: T-Shirts

Fans can also enjoy some Crystal Children t-shirts as a part of the EP roll-out, repping the Art Club name and showcasing the crystal composition on the back.

Merch: Stickers

As part of the Crystal Children EP roll-out, fans can collect stickers of the crystal composition ready to stick on notebooks, instruments or even laptops.

Additionally, fans get a choice of a wide rage of Art Club logo stickers, showcasing the colourful variations.



CONCEPTUAL PROJECT

Cove

CLIENT: Cove, a fictional youth hostel
TARGET AUDIENCE: Youth and young adults in difficult situations

Cove is a youth hostel with the mission sleep over 100 youth safely. They are looking to create an eye-catching, disruptive brand identity for campaigns that are consistent, memorable, and impactful.

Cove describes themselves as warm, fearless, and understanding. I explored these words and "cove" to inform the design choices for their look, drawing on ideas from other bold, expressive, and colourful campaigns. The tagline "Youth, rest without worry" shows their responsibility to care for others.

I created a logo, posters, webpage, and social media carousel.

Visual Identity

Cove's aim is to welcome youth to a safe space from difficult situations but also have a loud voice about wanting to help.

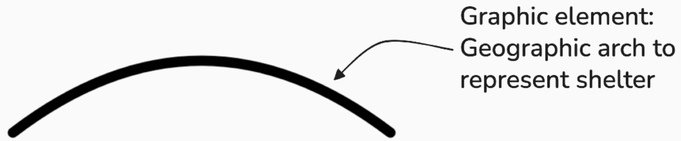
Inspired by this research, I used bold colours that are eye-catching from afar, branded with the logo "Cove" which mimics an arch, representing shelter and comfort. The tagline "Youth, rest without worry" is paired with the graphic arch element to further this idea.

The font Hex Franklin fit into the brief of "loud" and "fearless" used for both the display and body text, with various tweaks.

Logo (and variants)

Typography

Graphic elements

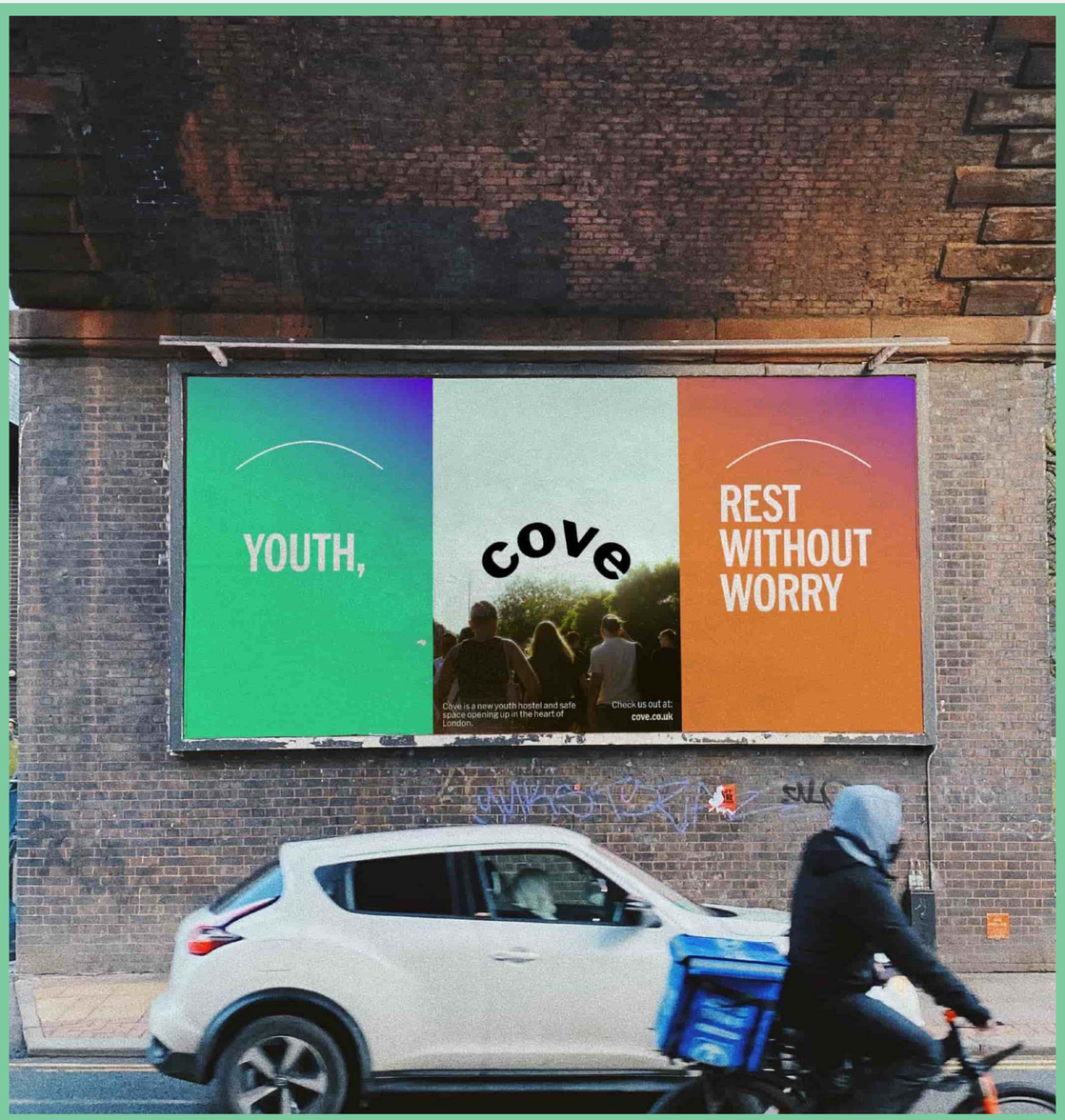


Colour Palette

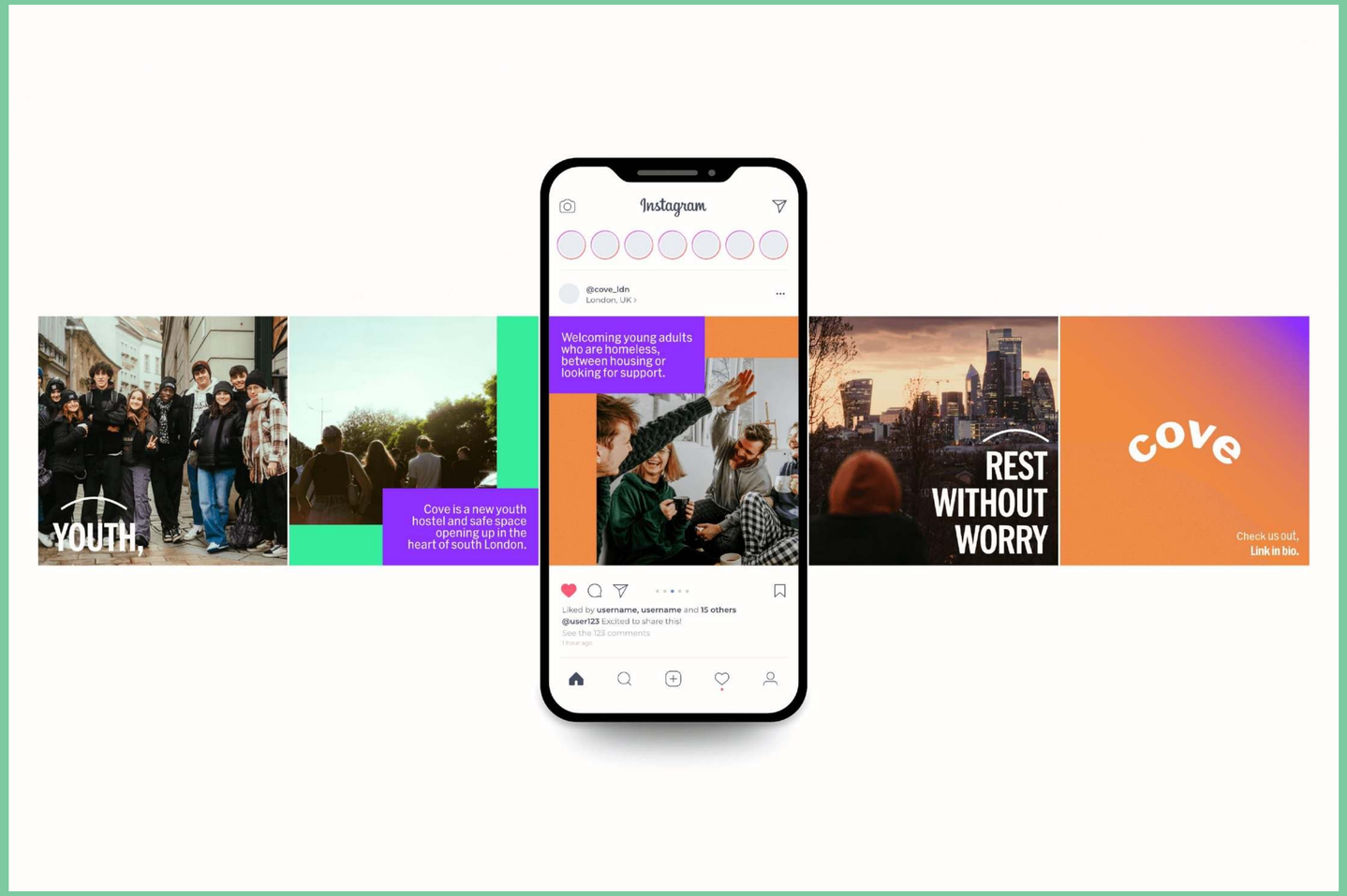
Bold, youthful, clear

Cove Posters (Version 1)

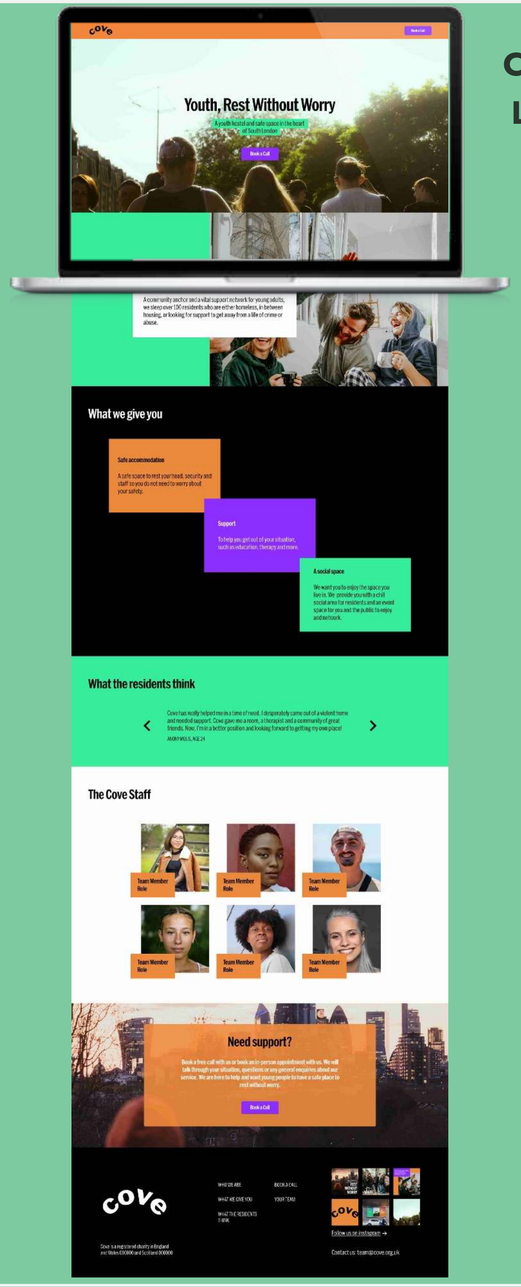
Cove Posters (Version 2)



Cove Billboard Poster



Cove Social Media Carousel Post



Cove Website, Landing Page

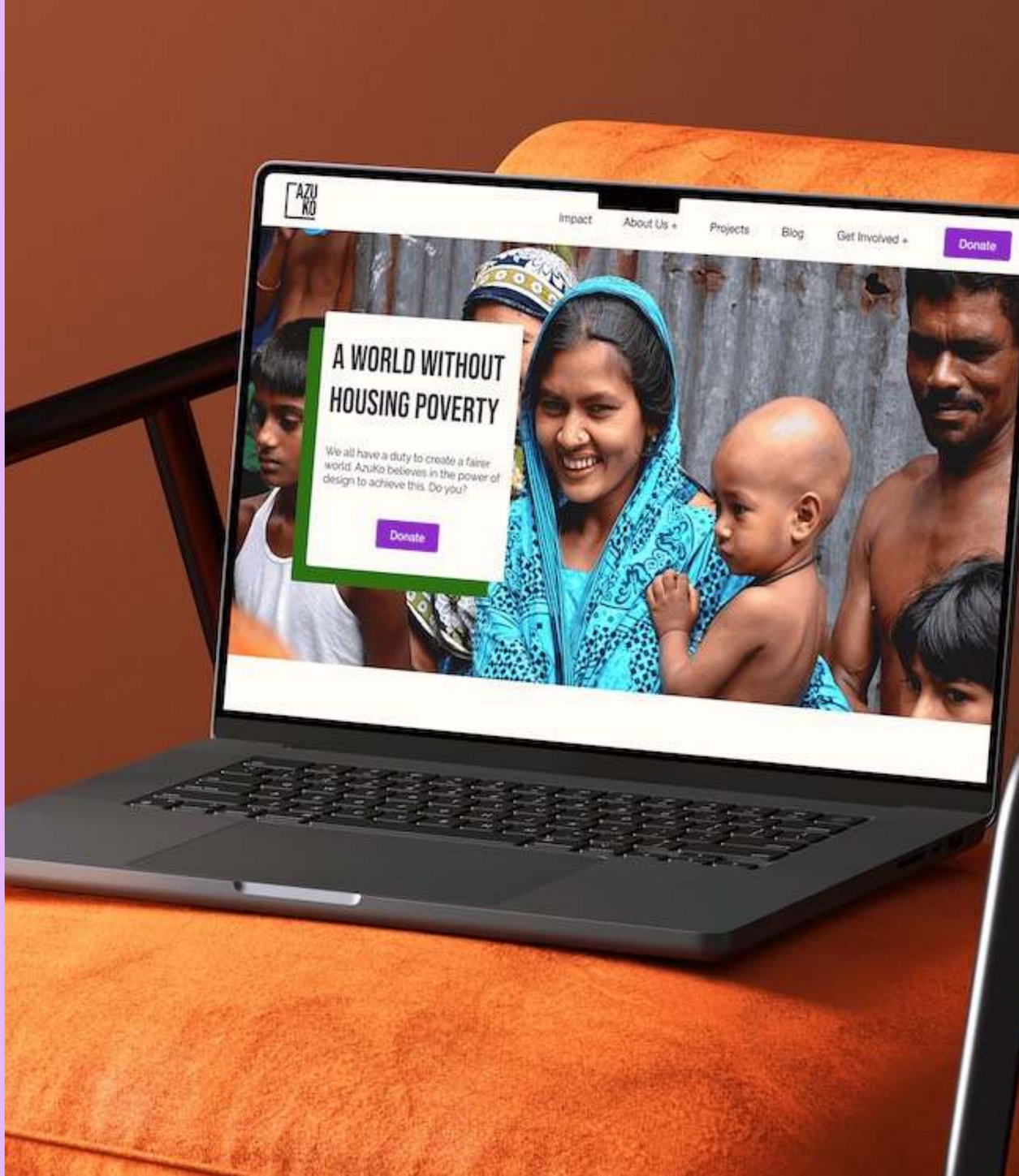
CLIENT PROJECT

AzuKo

CLIENT: AzuKo, architecture charity
TARGET AUDIENCE: Azuko supporters and workers in built environment

To commemorate AzuKo's 10th anniversary, the architecture charity asks for a redesigned website to attract new donors and supporters.

The new web design addresses the need for clearer messaging, opportunities to be transparent, and the need to highlight evidence and impact. This will hopefully encourage funders, donors and supporters to get onboard onto AzuKo's mission, supporting financially and by giving their time.



Visual Identity

For the web redesign, I focused on the colour and typographic system, keeping the original Babas Neue font used on the website for heading but with a complimentary legible Helvetica Neue for other text types.

The colour palette is derived from the inspirations AzuKo shared; being a fan of the bold colour and expression of the Just Tuna campaign. This chosen palette pleased AzuKo as this fit the brief of fresh website.

The photography includes original pictures taken by the charity and stock photos, showcasing their work with local women in Bangladesh and the consultancy work done in the UK. I wanted to emphasise their work in both countries since the old design focused more on Bangladesh.

Typographic System

Font Family

BEBAS NEUE
ABCDEFGHIJKLMNOPQRSTUVWXYZ

HERO HEADING 64pt
HEADING 48pt

Helvitica Neue
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Quotes 40pt
Body heading 24pt
Body text 16pt

Colour Palette

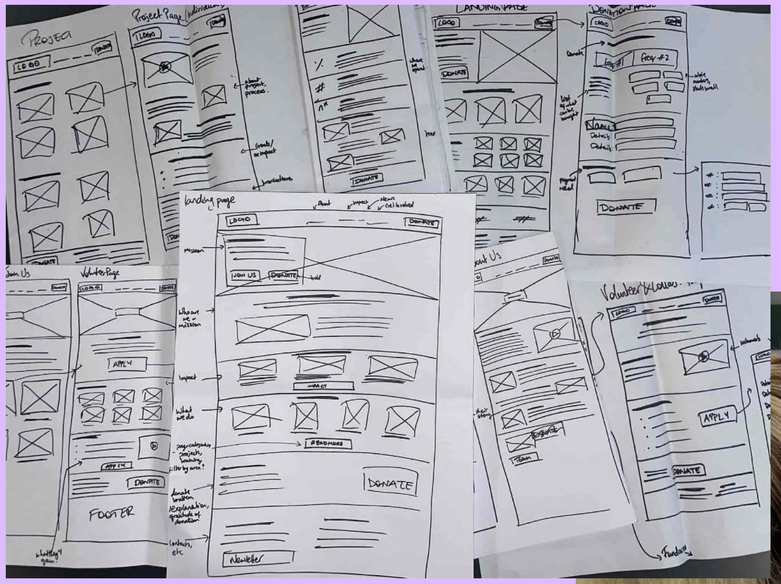
The Process - The User Experience

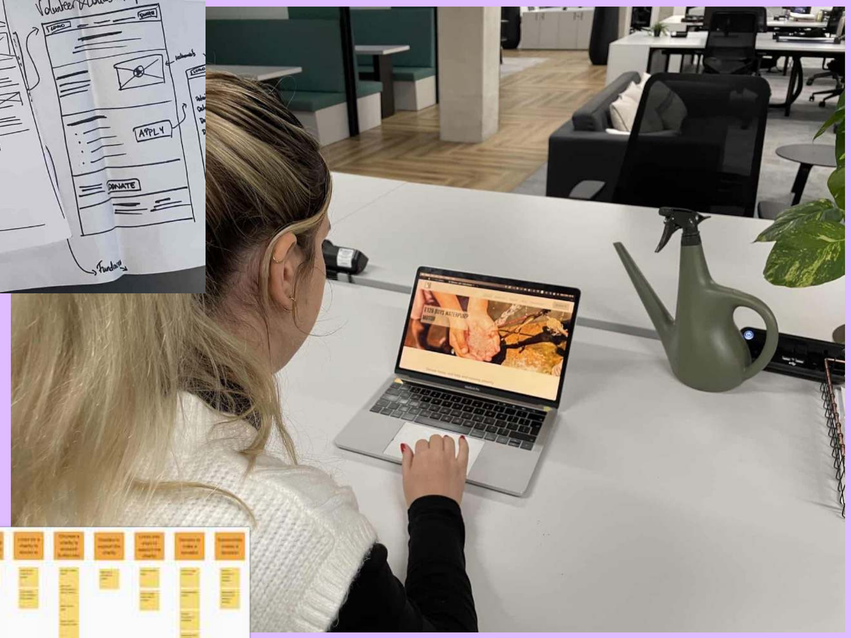
As the product designer, I began by exploring donors' real concerns, surveying 109 people, and interviewing 8 to uncover what holds them back. I found that transparency shapes the decisions of 75% of donors, nearly half are eager to volunteer, and many are motivated by seeing tangible evidence of their impact.

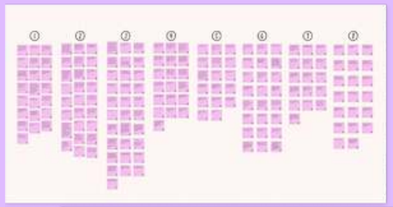
Listening to users, I uncovered pain points in the current website experience: AzuKo's message was hidden behind too many clicks, leaving visitors confused about its mission. The donation page's high default amount left some feeling uneasy or guilty.

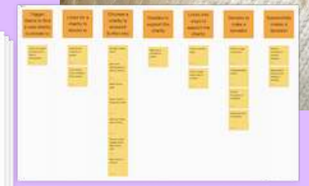
To address these challenges, I prioritised features that spotlight AzuKo's mission, offer greater transparency around donations, and bring impact to life through community stories and heartfelt testimonials in both text and video.

When I tested the new design with four participants, they found it intuitive to navigate, praised the informative new features, and left with a clear sense of AzuKo's purpose.

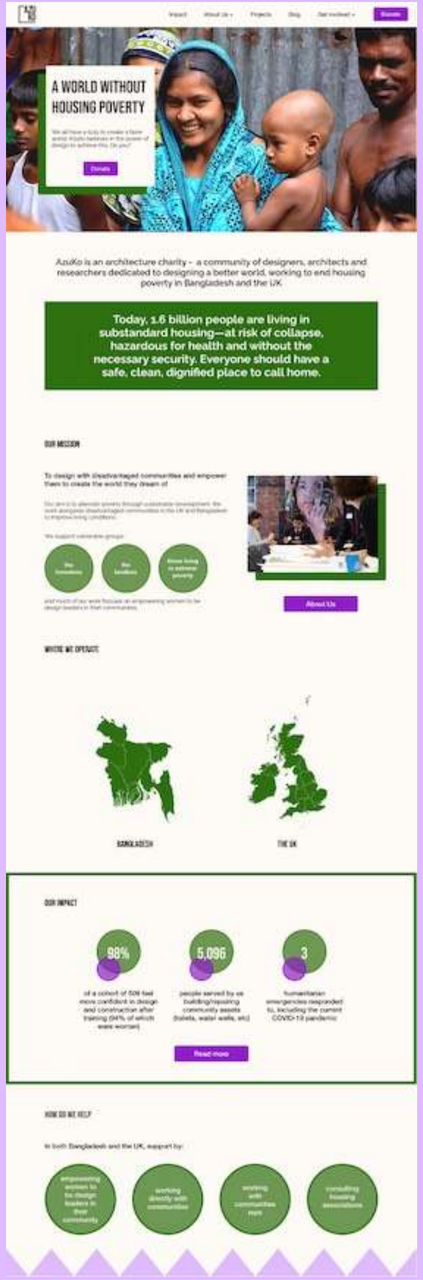


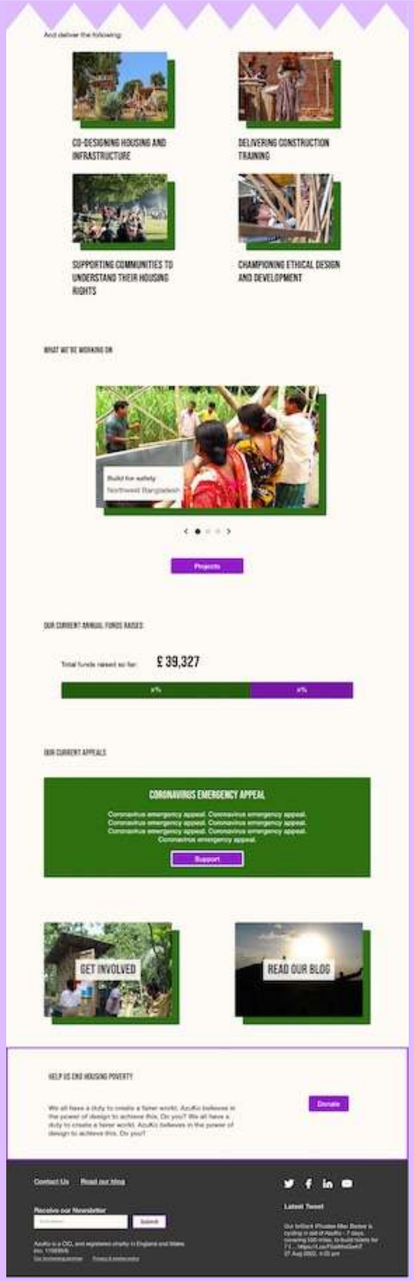




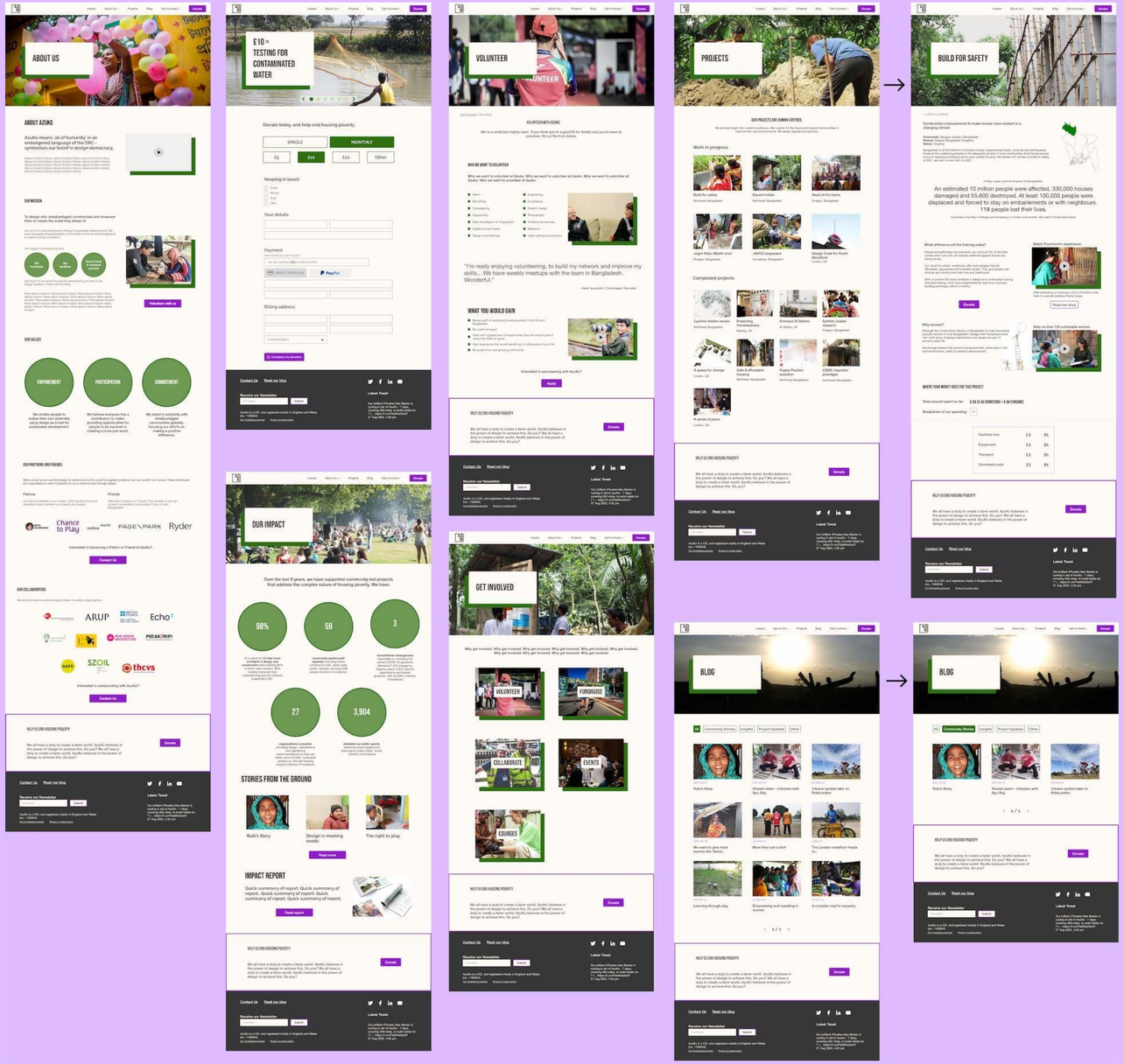


AzuKo Homepage Design





Other pages and flows



Miscellaneous

A sandbox of other designs I would like you to see

Ticket designs of two of my favourite concert experiences...

...Created out of frustration of the lack of themed concert tickets in our digital age.

Mature adults

Young adults

Poster designs for a fictitious arts and crafts festival based in New Zealand. Imagined two versions for a younger audience (left) and a more mature audience (right).

Thank You!

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Additional work available upon request