

Pronounced
non-so

Hi there, I'm Victor Nonso Ohambele.
A Product and Visual Designer based in
Birmingham, UK.

I'm passionate about the intersection of design, business, and technology. In the course of my career, I have worked with product teams and businesses to develop solutions in the spheres of healthcare, education, eCommerce, and financial technology.

Letshego

COMMUNICATION

DESIGN

Overview

With an estimate of 968 Microfinance banks, the total assets of the microfinance banks rose from N55 billion in 2006 to N343 billion in 2015, indicating an average yearly growth of 24%.

Letshego MFB is a Pan-African microfinance bank building businesses and improving lives in Nigeria since 2016 through our well-tailored products and services. Letshego offers an array of quick loans designed to support every Nigerian across the thirty six (36) states in their quest to reach their business objectives and ultimately achieve their dreams.

Letshego has footprints in 11 African countries including Nigeria, Ghana, Kenya, Tanzania, Namibia, Mozambique, Rwanda, Lesotho, Swaziland, Uganda and Botswana.

Task

- Create a user centered engaging social media design and campaign creatives for the brand to drive more social media awareness and followers.

Tools:

illustrator
Photoshop
After Effect

My Role:

Communication and Marketing design

Objectives

- To create a differentiated and distinct brand for LetshegoMFB in the Microfinance sector.
- Positioning Letshego MFB as a knowledgeable/empowerment brand.
- Imprinting Letshego MFB positioning through engagement/tactical activities.

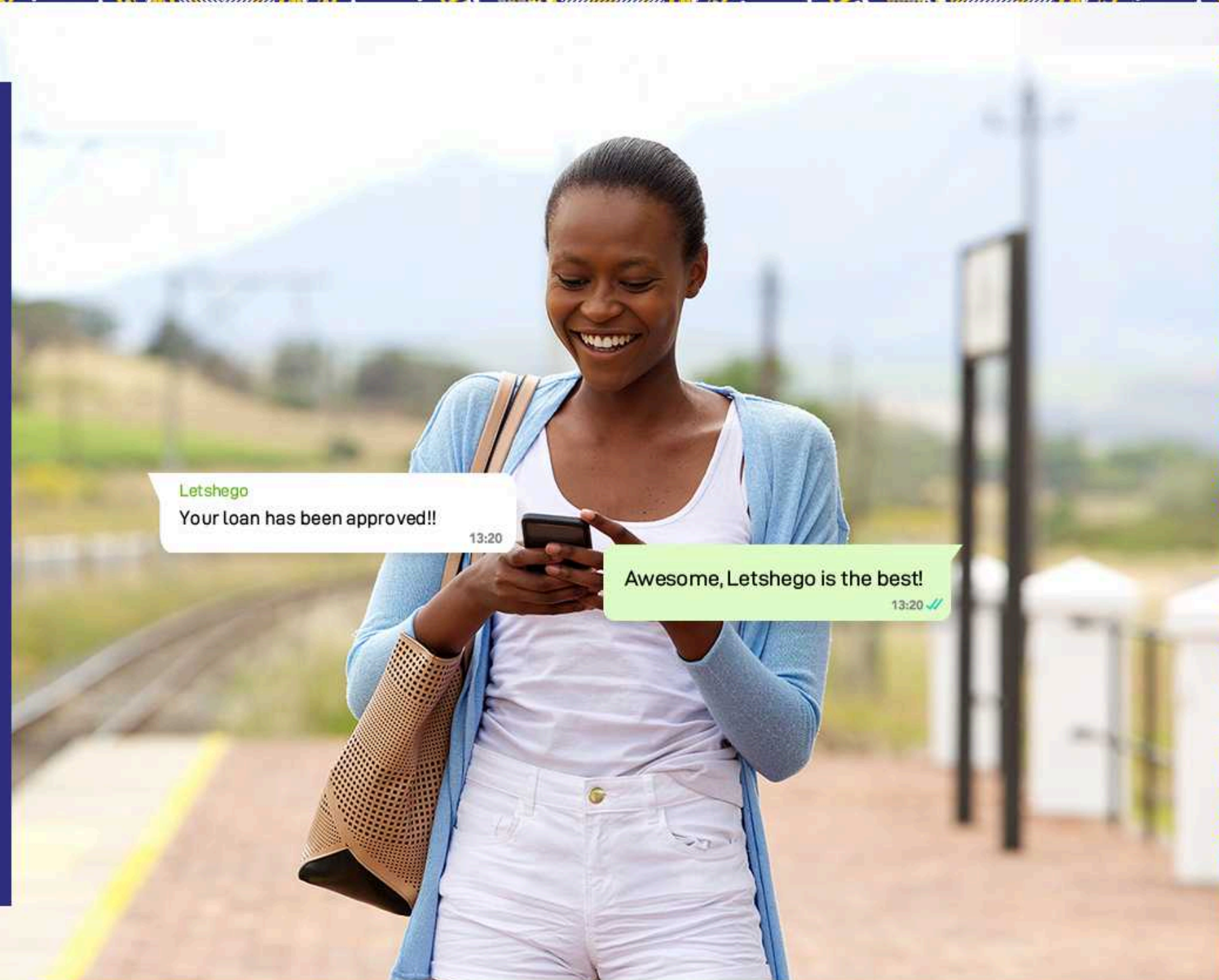
Medium

- Traditional Channels (TV, OOH, BRT)
- Digital (GDN, instagram, facebook, twitter, YouTube)

Be Unstoppable

You can now Apply for a Personal or Business Loan via Whatsapp and Facebook Messenger.

Nigeria: +234-81702737923,
Botswana: +267 3190416



Take Control of Your Finances in 2021

Sign up to the Letshego employee
finance training and be unstoppable.



#AMASeries

Do I need a guarantor to access a loan?

.....



Let's improve life

 **Letshego MFB**

#AMASeries

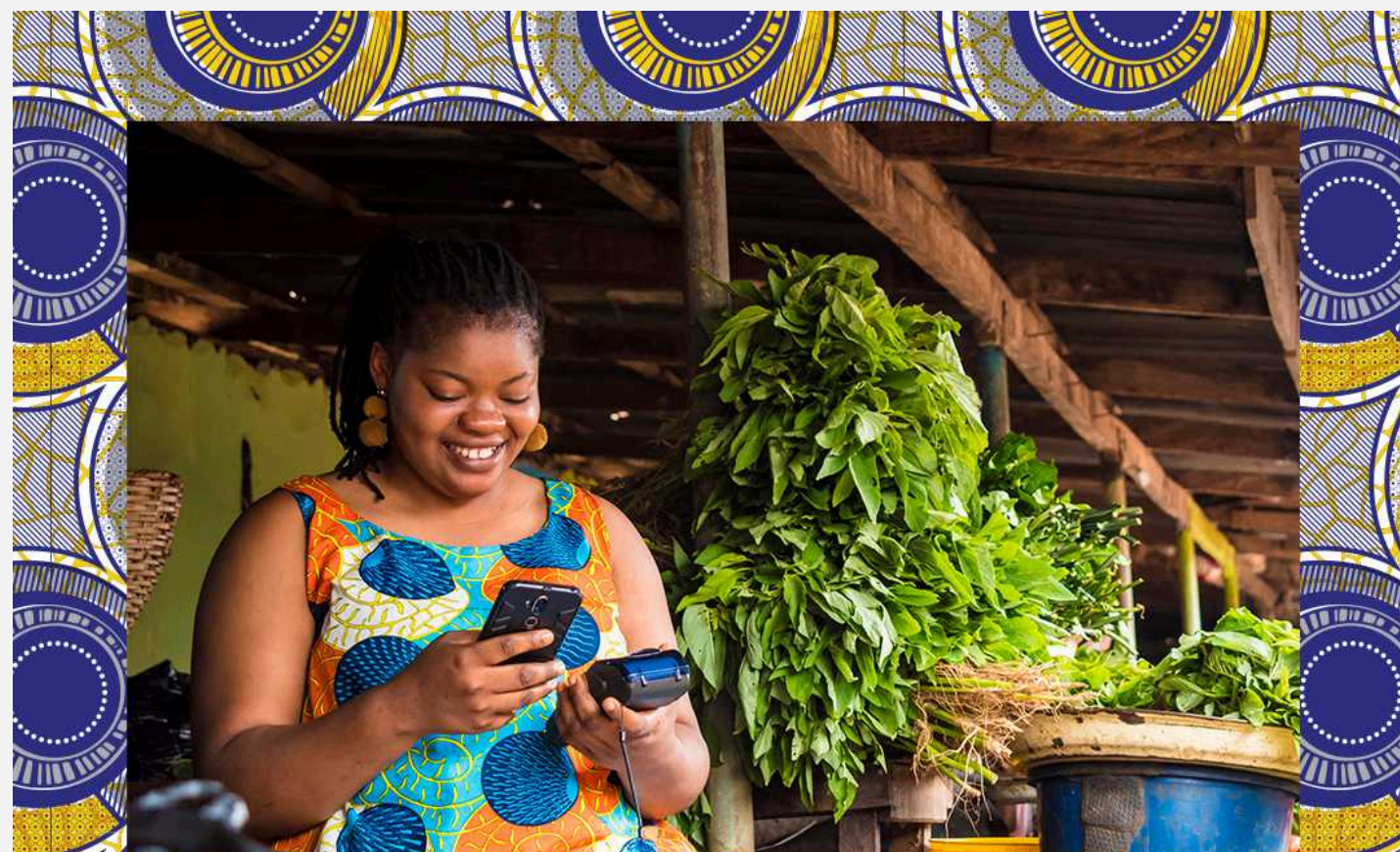
What collaterals do you need as a security for the loan?

.....



Let's improve life

 **Letshego MFB**



Grow your business with the right support

Get loans of up to ₦20,000,000 to grow your business.



Let us help you get to where you need to be

A better life with Letshego.

Let's improve life





Initiative

Helping you Be Unstoppable

Sign up, get a unique referral code that opens you to a world of opportunities.





Be Unstoppable with Letshego

#BreakYourLimits

Follow us on

INSTAGRAM:

@letshegonigeria

FACEBOOK:

@letshegoNg

 **Letshego MFB**
Let's improve life

BE UNSTOPPABLE WITH
***645#**

PAY. BORROW. SAVE. LIVE

 **Letshego MFB**
Let's improve life

#BreakYourLimits



**Be Unstoppable
with Letshego**

#BreakYourLimits

 **Letshego MFB**
Let's improve life



**Be Unstoppable
with Letshego**

#BreakYourLimits

 **Letshego MFB**
Let's improve life

Sterling Bank

COMMUNICATION

DESIGN

Overview

Sterling Bank Plc “Your one-customer bank” is a full service national commercial bank in Nigeria.

In over 60 years of operations, Sterling Bank (formerly NAL Bank) has evolved from the nation’s pre-eminent investment banking institution to a fully-fledged commercial bank; and completed a merger with 4 other banks – Indo-Nigeria Merchant Bank, Magnum Trust Bank, NBM Bank and Trust Bank of Africa – as part of the 2006 consolidation of the Nigerian banking industry.

Over the years, **Sterling Bank** has created numerous product to aid seamless transaction, financial growth and control in Nigeria which has benefited individuals and SMEs. Some of their wonderful product includes: **OneBank, Sterling Credit Card, Doubbble and Spectre.**

Task

- Create an engaging design campaign for the brand.
- Create in-app pop up banners to inform users of new features.
- Create information banner designs (Digital and Traditional) to inform users of new features and possibilities in the app.

Tools:

illustrator
Photoshop
After Effect

My Role:

Visual and Marketing design

Objectives

- Awareness for brand
- Community growth
- Tactical campaign / Social media
- Create awareness for different types of account

Medium

- Traditional Channels (TV, OOH, BRT)
- Digital (GDN, instagram, facebook, twitter, YouTube)

Snap. Scan. Deposit. With OnePay

Pay in cheques into your account
on your mobile phone.



Order for a Debit Card from **your mobile phone**

Request for a Physical or Virtual Card
from the comfort of your home with
the OneBank App.



OneBank

GET IT ON
Google Play

Download on the
App Store



Secure shopping, Secure flexing

Access the life you want, Get a
Credit Card by Sterling today.

To get started, visit:
www.sterling.ng/credit-cards



Your holidays can be better with a Credit Card by Sterling

Apply now to get your Credit
Card delivered to you.

To get started, visit:
www.sterling.ng/credit-cards

With our Credit Card, you are definitely in good company

Access emergency funds with your
Credit Card by Sterling.



To get started, visit:
www.sterling.ng/credit-cards

Get your Christmas on with full control of your expenses

Get your Credit Card by Sterling to enjoy
convenient payments.



To get started, visit:
www.sterling.ng/credit-cards

Get a Card at home in less than 5 days

Request for a Debit Card with your OneBank App and have it delivered to you.



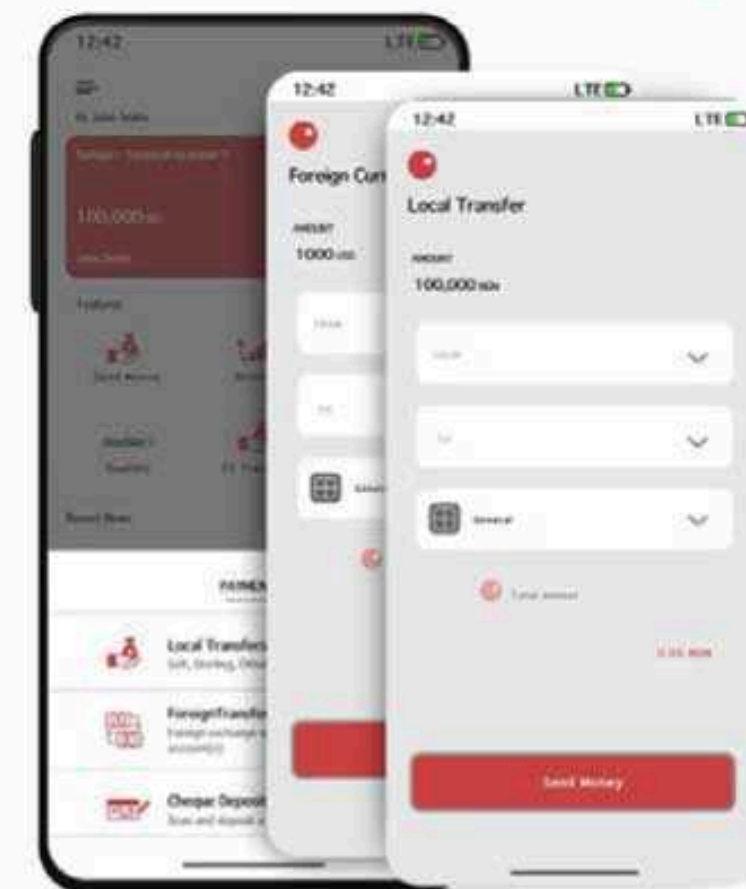
OneBank

GET IT ON
Google Play

Download on the
App Store

One app, multiple currencies

Perform seamless Dollar, Pounds and Naira transactions in OneBank.



OneBank

GET IT ON
Google Play

Download on the
App Store

Follow us



@onebankng

Take Control of your holiday spending with a Credit Card by Sterling

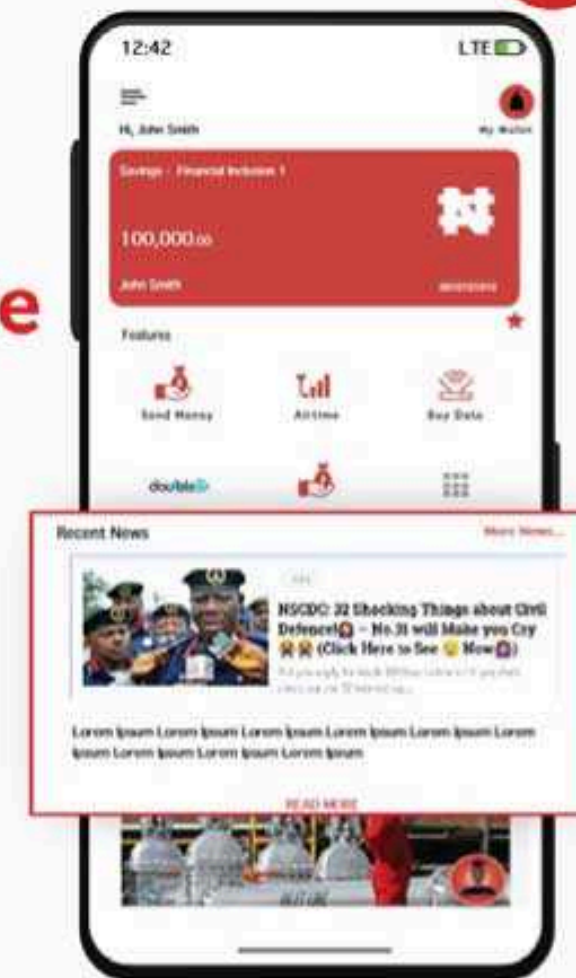
Get your Credit Card by Sterling delivered to you today.

To get started, visit:
www.sterling.ng/credit-cards



Stay informed with an up-to-date feed in your banking app

With new updates on happenings around the world on OneBank.



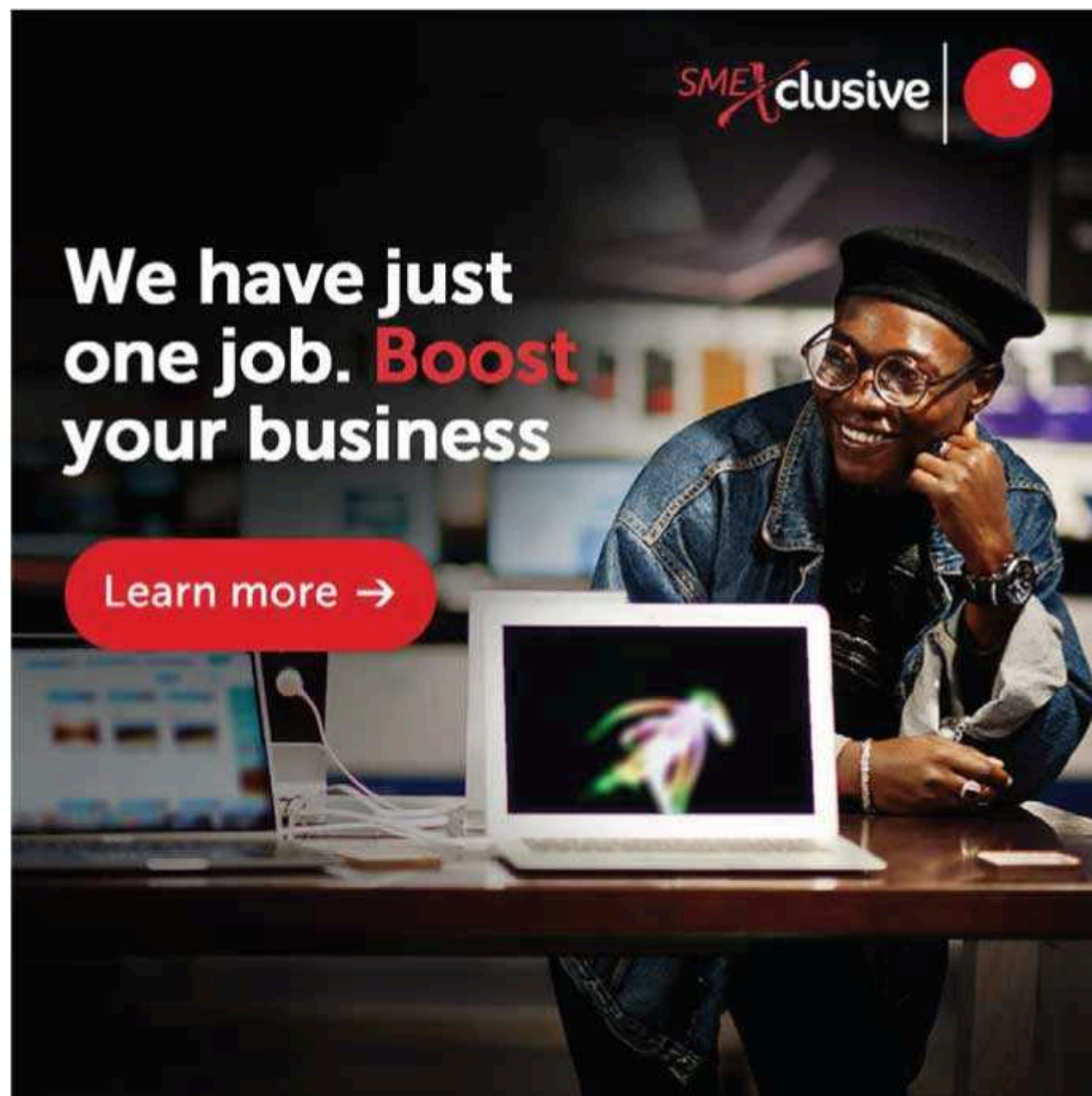
OneBank



Follow us



@onebankng



1080 x 1080



300 x 600



300 x 250



250 x 250

Google Display Network (GDN) Ads



970 x 250



970 x 90



728 x 90



320 x 200



Print Ads

Sycamore

BRAND IDENTITY

COMMUNICATION DESIGN

Overview

Sycamore.ng is a peer to peer lending platform which connects lenders to borrowers. Sycamore’s purpose is to ensure that individuals and businesses across the developing world are financially empower to achieve their dreams.

Sycamore provides loans to the small and medium scale enterprises (SMEs) as getting loans from the bank has been proven difficult for most SMEs.

Task

- Identity Branding
- Social media / Marketing designs

Tools:

illustrator
Photoshop

My Role:

User Research
Identity Branding
Visual and Communication design

Objectives

- Awareness for the brand
- Increase social media/ online presence of the brand

Medium

- Digital (Instagram, twitter, facebook, and GDN)

Introduction

The logo consists of a symbol (which include 3 elements: Square, ladder and Arrow) and wordmark.

The Ladder which is shaped in an almost rectangular shape (money) signifies brand customers reaching greater height.

The Arrow which represents diverse Transaction, Upliftment and Progress (color green). The arrows are gotten from a Sqaure which helps communicate the security, precision, stability and dependability of the brand (Sycamore).

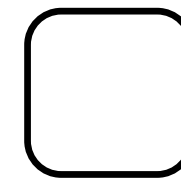
Arrow

Upliftment and progress

Ladder

Which signifies brand customers reaching greater height.

Diverse transaction



Square

Secured, precision, stability and dependability

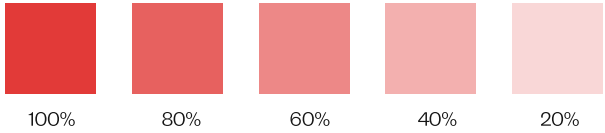


Color is an integral part of brand identity. Consistent use of the color palette will not only reinforce the cohesiveness of the brand, but colour also serve a psychological purpose by communicating a certain feeling to your audience.

PANTONE Warm Red C

Hex: #E23939
RGB: 226 | 57 | 57
CMYK: 0 | 75 | 75 | 11

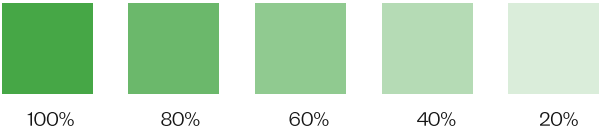
IMPERIAL RED



PANTONE 369 C

Hex: #47A603
RGB: 71 | 166 | 3
CMYK: 57 | 0 | 98 | 35

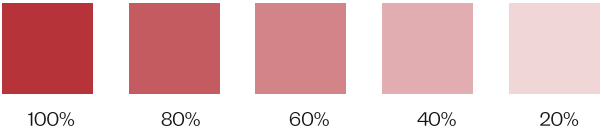
YELLOW-GREEN



PANTONE 7598 C

Hex: #B63239
RGB: 182 | 50 | 57
CMYK: 0 | 73 | 69 | 29

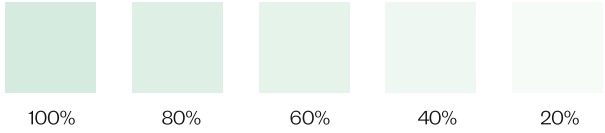
CARDINAL



PANTONE 9521

Hex: #D7EDDF
RGB: 215 | 237 | 223
CMYK: 9 | 0 | 6 | 7

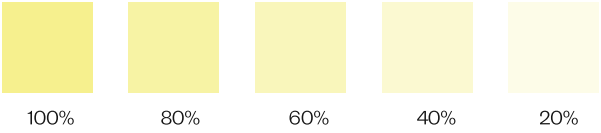
HONEYDEW



PANTONE Yellow 0131 C

Hex: #F8F48D
RGB: 248 | 244 | 141
CMYK: 0 | 2 | 43 | 3

CANARY



Extra light + Medium

Thinking of getting that house of your dream?

It just got easy!!! Take a quick loan with
sycamore and make that dream of yours
a reality.

light + Extra Bold

Thinking of getting that house of your dream?

It just got easy!!! Take a quick loan with
sycamore and make that dream of yours
a reality.



Sycamore
...More for you

COMMUNICATION DESIGN





Get access to our group loans at unbeatable rates!

Offered to employees of companies
registered with Sycamore.

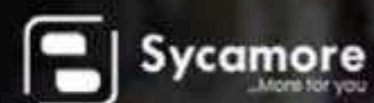
Visit www.sycamore.ng to apply.



REGULATED BY



INSURED BY

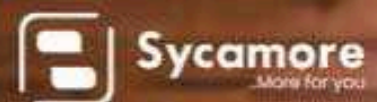


Secure your future today!

Get the necessary loan
you deserve to grow your
business.

Visit www.sycamore.ng to apply.





**Get the financing
you need.**

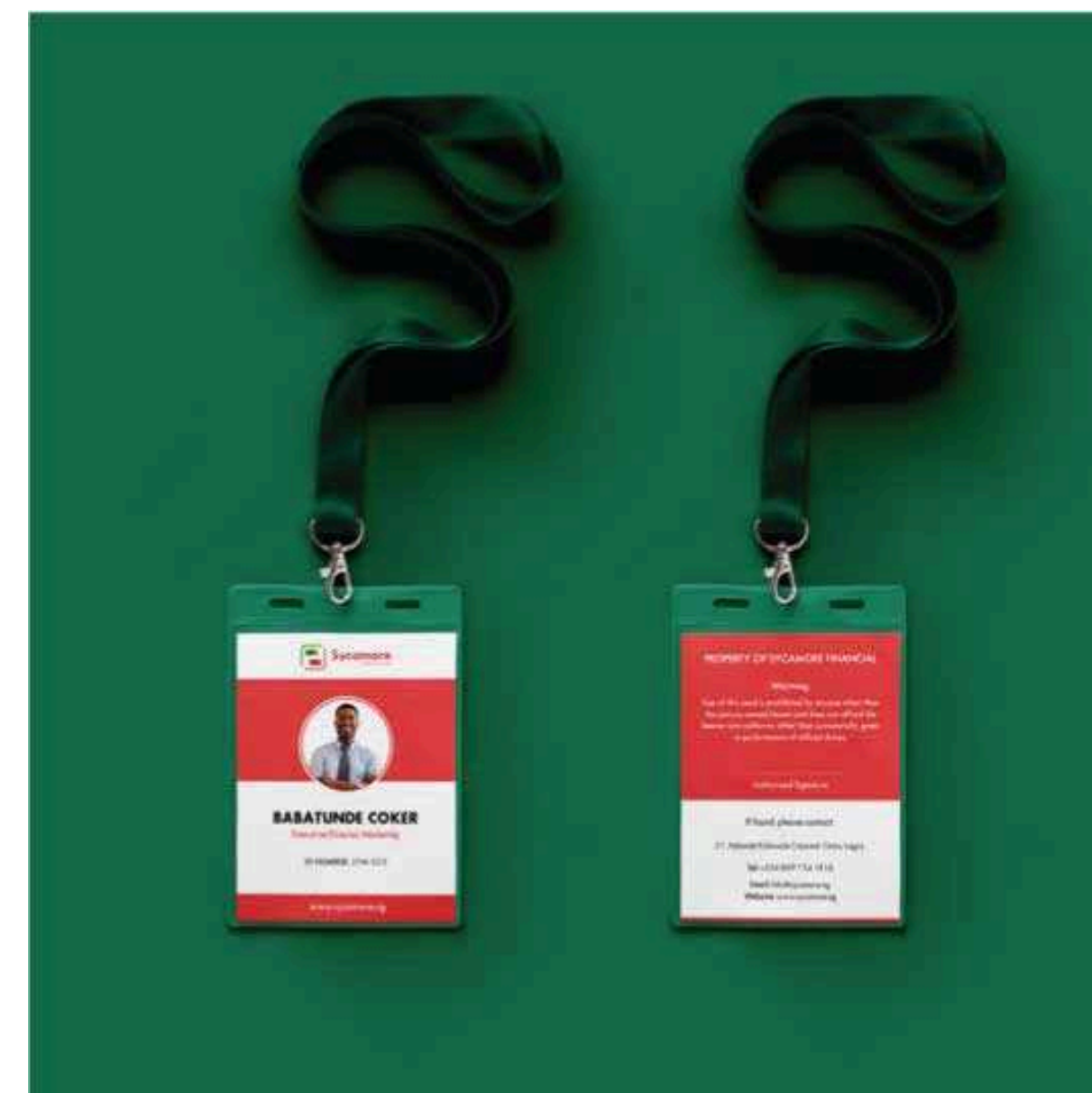
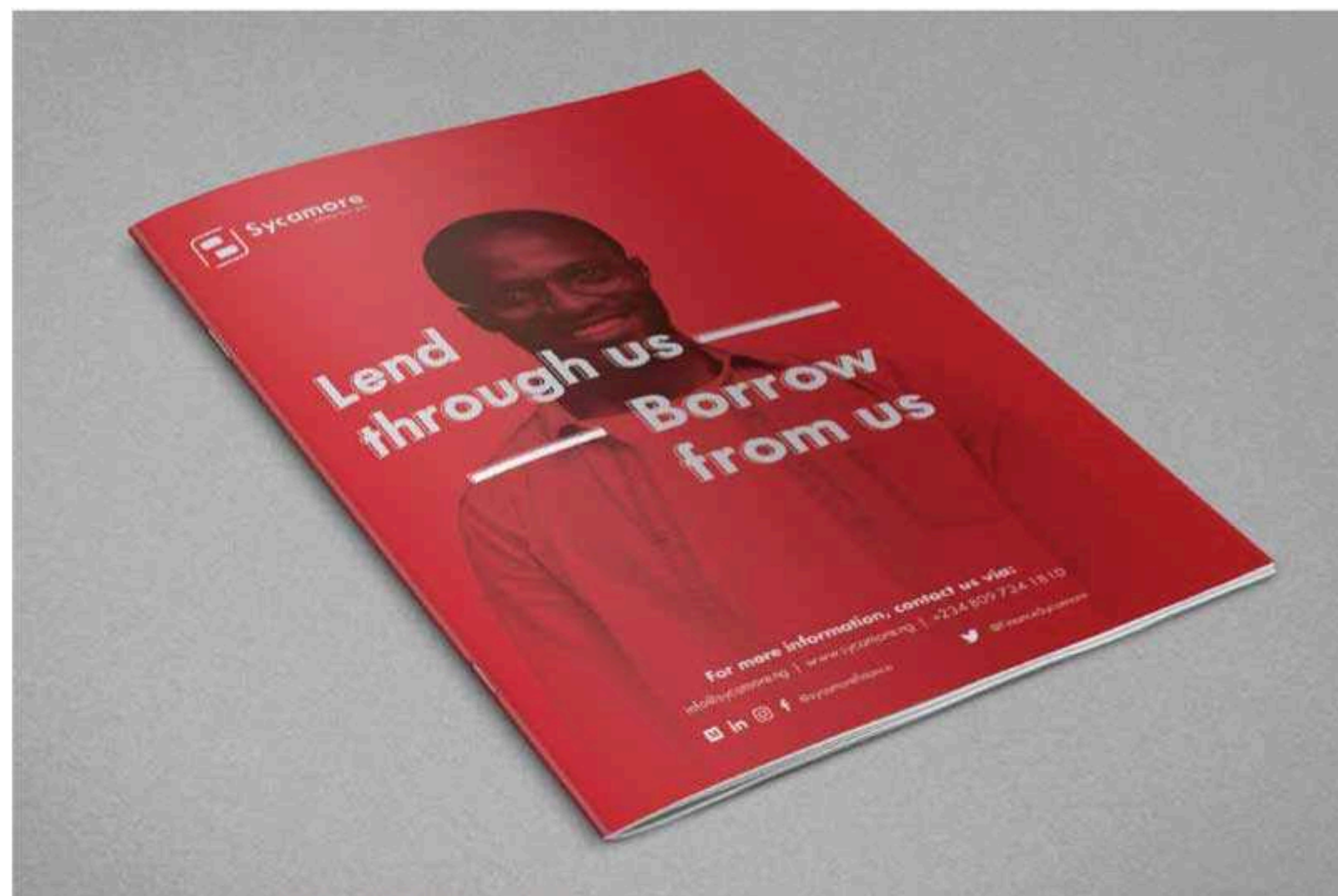
Visit www.sycamore.ng to get a loan within 24 hours.



**NEED INSTANT
CASH FOR YOUR
BUSINESS??**

Apply for a loan now at
www.sycamore.ng





TipMe Liberia

COMMUNICATION

DESIGN

Overview

Financial inclusion is a major concern in Liberia thus the creation of a financial inclusion strategy.

According to the NFIS mobile money providers have been a major backbone of this movement. MTN’s MoMo has been a major giant in this industry.

TipMe Liberia is an e-payment provider launching in the Liberian market. TipMe Liberia provides a convenient mobile money service to ease and improve the lives of Liberians by creating diverse financial opportunities.

Task

- A three (3) month social media communication plan to drive awareness and increase app downloads in playstore and app store.

Tools:

illustrator
Photoshop
After Effect
Filmora

My Role:

Visual and Communication design

Objectives

- Drive awareness and visibility.
- Establish and ignite brand/product loyalty.
- Achieve 10% marketing penetration with 3 month from the launch.
- 30% marketing penetration with 12 month from the launch.

Objectives

- Digital Ad.
- Social Media Creatives



...Your wallet is safe

We offer the
best **tariff plans**
that suit you

Higher transaction limits and low flat
rates guaranteed.

Download the **TipMe App**



TipMe is closer to you than ever

Our TipMe agents are now available at various
Locations in Liberia.



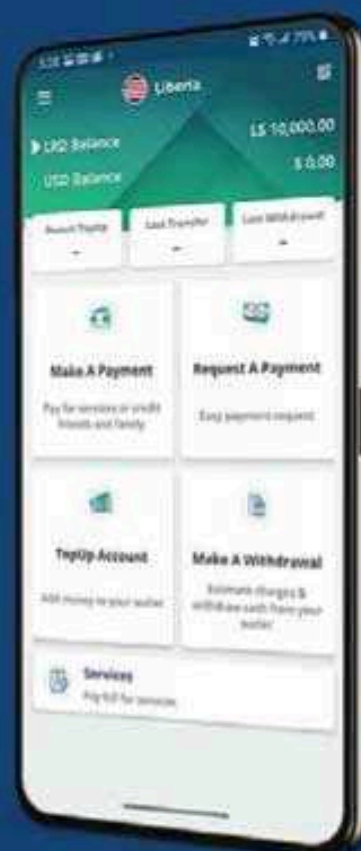
...Your wallet is safe

Download the **TipMe App**



5 things you can do with TipMe in your comfort zone

- ✓ Receive money from America
- ✓ Pay LEC bill
- ✓ Emergency Savings
- ✓ Request Payment
- ✓ Pay Salary



**TIP
ME**

...Your wallet is safe

Download the **TipMe App**



A Wallet that won't get lost

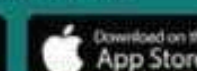
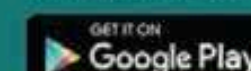
With TipMe, your wallet is safe and secure.



**TIP
ME**

...Your wallet is safe

Download the **TipMe App**



TipMe Xmas Tin

Send Money with Tipme to Family & Friends this christmas.



**TIP
ME**

...Your wallet is safe

Download the TipMe App



What are you saving for?



**TIP
ME**

...Your wallet is safe

Additional Graphics work

Click to
view Motion
graphics

Brochure Design for Trinitate International School



Communication Designs for Mouka Foam



Social Media Designs for Halogen



**ARMADA
HALOGEN**

**PLANNING TO GO
ABROAD WHEN THE
PANDEMIC IS OVER?**

Let us provide you with the necessary security support protocols that wil guide you throughout your entire journey.





**ARMADA
HALOGEN**

**ARE YOU PRONE
TO HAZARDOUS
SITUATIONS?**

We provide swift response to developing situations and life threatening emergencies.





**ARMOUR X
HALOGEN**

**KEEP YOUR DATABASE
FULLY SECURED**

Let us help you provide data security solutions with advanced data encryption, tokenization, and key management to protect your data.





**ARMOUR X
HALOGEN**

**PROTECT BUSINESS AGAINST
NETWORK ATTACKS**

We help to protect your network against a wide range of threats that may cause serious setbacks to your business.





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HALOGEN**

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We make the recruitment of talents smooth with our customer focused partners.



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Google Display Networking (GDN) Designs for GLO

Glo YAKATA
THE HEAVYWEIGHT
VOICE AND DATA PLAN

Recharge **N100** and get
N500
talktime to call
all networks
DIAL *230# OR **BUYASIM**

BUY A **SAMSUNG** SMARTPHONE
GET **6 MONTHS** FREE DATA
FROM **ANY OUTLET** NATIONWIDE
DEVICE PRICES FROM N24,000
OFFER AVAILABLE ONLY ON
DEVICE WITH **THIS STICKER**



SAMSUNG



BUY A **TECNO** SMARTPHONE AND
GET UP TO **125% BONUS DATA**
FOR **3 MONTHS**

Purchase a Tecno smartphone from any
outlet nationwide. Insert your Glo SIM
and enjoy the bonus data.

Device prices from N21,800.



BUY A **NOKIA** SMARTPHONE
GET **6 MONTHS** FREE DATA
FROM **ANY OUTLET** NATIONWIDE
DEVICE PRICES FROM N23,000

OFFER AVAILABLE ONLY ON
DEVICE WITH **THIS STICKER**



NOKIA





**Design is
solving problems
visually**

OHAMBELE
VICTOR
CHINONSO