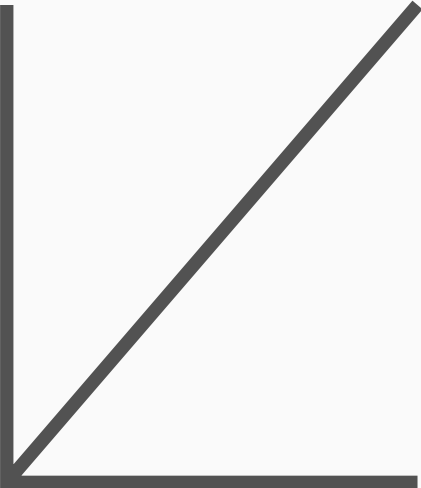


People know me as

Just Joel



This is how I make
brands worth trusting.



About

But before the work — here's who's behind it.

I'm **Joel Francis**. A graphic designer based in Minna, Nigeria, with five years of professional experience building visual identities, running brand communications, and designing for events that actually happen in the real world, not just on a screen.

I work with startups and growing brands at the stage where how you look determines whether people take you seriously. That's the stage where design either builds trust or breaks it. I work at that stage on purpose.

My background spans brand identity, social media design, event branding, and editorial design. I've worked with Google-affiliated communities, AI startups, healthcare brands, and Web3 infrastructure companies. The industries are different. The standard isn't.

education

MAY 2023 – PRESENT

B. Tech. Computer Science
School of Information and Communication Technology
Federal University of Technology, Minna

professional experience

JAN. 2026 – PRESENT

Digital Designer
The Grill Hype Nigeria | Contract | Remote

MAY 2024 – PRESENT

Senior Graphic Designer
Google Developer Groups on Campus | Full-Time | Hybrid

AUG. 2025 – DEC. 2025

Graphic Designer
Seaq Labs | Internship | Remote

NOV. 2025 – PRESENT

Creative Director/Senior Graphic Designer
The African Student Summit | Contract | Hybrid

NOV. 2024 – JAN. 2026

Campus Ambassador
CowryWise Nigeria | Part-Time | Hybrid

softwares



Photoshop



Illustrator



Figma



Canva

Now. Here's what that looks like in practice.

01

Google Developer Groups

Google Developer Groups trusted one designer to represent their name across multiple events. As Design Lead for GDGoC FUTMinna and sole designer for Build With AI Minna, a global Google initiative. I owned the complete visual system. Every touchpoint, every event, consistent.

When a name like Google lets one designer own how they show up, that's trust earned.



Google Developer Groups

Minna

Become a

GDG Minna

Volunteer

2026 Cohort

Join a 1-year program to learn, build, collaborate, and create real community impact.

The GDG Minna Volunteer Program is designed for students and tech enthusiasts who want to gain hands-on experience, work on open-source projects, and support the community through events, trainings, and innovation.

What you'll do:

Work in teams (AI, Web, Cloud, UI/UX)

Support events & virtual trainings

Collaborate on open-source and community projects

Contribute to design, technical setup, management, or operations

Learn, create, and make real impact

Requirements:

Professionalism, consistency, respect for timelines, and passion for community growth.

Perks:

Certificate of Recognition

Leadership opportunities

Social media spotlight

Mentorship & real-world experience

https://bit.ly/gdgminna-volunteer-pilot-program

Note: This is a volunteer role, not a paid position.

Google Developer Groups

Minna

Build with AI

Minna

2025

Abdulrahman Muhammad Bima

Software Developer

Next Gen Data Lab

Mudasiru Rasheed

Backend Engineer

Google Developer Experts

Event Details

Time: 9:00am

Date: Saturday, 10th May, 2025

Venue: Green Tech and Entrepreneurship Hub, Abdulkadir Kure University Minna

Special Note

Come along with your laptops. There will be free internet, come early to setup your environment.

Assessments Performed

GT-HUB

Google Developer Group

Federal University of Technology Minna

To Register

https://bit.ly/bwai-minna-2025

Google Developer Groups

Minna

Google Developer Group

Federal University of Technology Minna

PRESENTS

Impact Pilot Program

Minna

Train

Empower

Build

Make an Impact in Minna

Skills Areas:

Web Development

Cloud Computing

UI/UX & Product Design

Prompt Engineering & Firebase Studio

Program Duration: January – December 2026

Google Developer Groups

Minna

OS

Minna

PRESENTS

Beyond the Hype

Unpacking The Good, The Bad, and The Ugly of Ethical and Responsible AI in Practice

Road to DevFest Talk

GUEST SPEAKERS

Ibraheem Zulkifli

Product Development Consultant, Yoruba

Salihu Isah Kantigi

MD/CEO SoftTech IT SOLUTIONS, Software Developer, Data Scientist, Artificial Intelligence and Machine Learning Specialist

Hon. Suleiman Isah

Commissioner, Niger State Ministry for Communications Technology and Digital Economy

20th September, 2025

10:30AM

Link to Register

https://bit.ly/responsible-ethical-ai

Link to drop questions

https://bit.ly/ask-ethical-ai

Google Developer Groups

Minna

Build with AI

Minna

2025

5

days to go

Event Details

Time: 9:00am

Date: Saturday, 10th May, 2025

Venue: Green Tech and Entrepreneurship Hub, Abdulkadir Kure University Minna

Assessments Performed

GT-HUB

Google Developer Group

Federal University of Technology Minna

To Register

https://bit.ly/bwai-minna-2025

Google Developer Groups

Minna

Build with AI

Minna

2025

4

days to go

Event Details

Time: 9:00am

Date: Saturday, 10th May, 2025

Venue: Green Tech and Entrepreneurship Hub, Abdulkadir Kure University Minna

Assessments Performed

GT-HUB

Google Developer Group

Federal University of Technology Minna

To Register

https://bit.ly/bwai-minna-2025

Google Developer Groups

Minna

Build with AI

Minna

2025

3

days to go

Event Details

Time: 9:00am

Date: Saturday, 10th May, 2025

Venue: Green Tech and Entrepreneurship Hub, Abdulkadir Kure University Minna

Assessments Performed

GT-HUB

Google Developer Group

Federal University of Technology Minna

To Register

https://bit.ly/bwai-minna-2025

Google Developer Groups

Minna

Build with AI

Minna

2025

2

days to go

Event Details

Time: 9:00am

Date: Saturday, 10th May, 2025

Venue: Green Tech and Entrepreneurship Hub, Abdulkadir Kure University Minna

Assessments Performed

GT-HUB

Google Developer Group

Federal University of Technology Minna

To Register

https://bit.ly/bwai-minna-2025

Google Developer Groups

Minna

Build with AI

Minna

2025

1

day to go

Event Details

Time: 9:00am

Date: Saturday, 10th May, 2025

Venue: Green Tech and Entrepreneurship Hub, Abdulkadir Kure University Minna

Assessments Performed

GT-HUB

Google Developer Group

Federal University of Technology Minna

To Register

https://bit.ly/bwai-minna-2025

Google Developer Groups

Minna

Build with AI

Minna

2025

It's happening today

Come early

Event Details

Time: 9:00am

Date: Saturday, 10th May, 2025

Venue: Green Tech and Entrepreneurship Hub, Abdulkadir Kure University Minna

Assessments Performed

GT-HUB

Google Developer Group

Federal University of Technology Minna

To Register

https://bit.ly/bwai-minna-2025

Google Developer Groups

Minna

Build with AI

Minna

2025

Checklist

Install VS Code or use Firebase Studio

Install git

Create github account

Install npm

A little experience or no experience on HTML, CSS, JavaScript

Install Node.js

Event Details

Time: 9:00am

Date: Saturday, 10th May, 2025

Venue: Green Tech and Entrepreneurship Hub, Abdulkadir Kure University Minna

Assessments Performed

GT-HUB

Google Developer Group

Federal University of Technology Minna

To Register

https://bit.ly/bwai-minna-2025

Google Developer Group

Build with AI

Minna

2025

10:00am

Date: 05th May 2024

Venue: TBA (To be announced)

Event Details

Time: 10:00am

Date: 05th May 2024

Venue: TBA (To be announced)

Assessments Performed

GT-HUB

Google Developer Group

Federal University of Technology Minna

To Register

https://bit.ly/bwai-minna-2025

Google Developer Groups

Minna

Build with AI

Minna

2025

Abdulrahman Muhammad Bima

Software Developer

Next Gen Data Lab

Mudasiru Rasheed

Backend Engineer

Google Developer Experts

Event Details

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Date: Saturday, 10th May, 2025

Venue: Green Tech and Entrepreneurship Hub, Abdulkadir Kure University Minna

Assessments Performed

GT-HUB

Google Developer Group

Federal University of Technology Minna

To Register

https://bit.ly/bwai-minna-2025

Google Developer Group

Federal University of Technology Minna

Happy New Month

NOVEMBER

Welcome to November! A new month to write better code, share ideas, and push boundaries. Keep building, keep innovating, and keep believing, the best projects are yet to come.

Google Developer Groups

Minna

OS

Minna

PRESENTS

Beyond the Hype

Unpacking The Good, The Bad, and The Ugly of Ethical and Responsible AI in Practice

Road to DevFest Talk

GUEST SPEAKERS

Ibraheem Zulkifli

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Hon. Suleiman Isah

Commissioner, Niger State Ministry for Communications Technology and Digital Economy

20th September, 2025

10:30AM

Link to Register

https://bit.ly/responsible-ethical-ai

Link to drop questions

https://bit.ly/ask-ethical-ai

Project Gwanu 1.0

Open Source AI

An open-source initiative to preserve indigenous languages through Artificial Intelligence.

Project Gwanu is a community-driven effort to develop a multilingual AI language model for Gwari (Gbagyi) and Nupe. We're bringing together AI engineers, developers, linguists, researchers, designers, and volunteers to build open datasets, train models, and create tools that support African language technology.

Why it Matters:

- Preserve and digitize local languages
- Build Africa's linguistic AI infrastructure
- Enable native-language tools and research
- Empower the next generation of local AI innovators

Who Can Join?

AI/ML experts Developers Linguists

Researchers Designers Volunteers

No experience required, passion is enough.

Timeline:

Interest Form: Dec 2025 Team Assignment: Jan/Feb 2026

Model Development: Q2 2026 Research: Q1 2026

First Demo: Late 2026

Important: This is a volunteer, open-source initiative, not a paid program. Contributors will be credited publicly.

<https://bit.ly/gdgmminna-gwanu-project>

August

Let's make it a great month

Welcome to a brand new month, GDGoC family! August is another chance to learn, build, and make an impact with your skills.

Stay connected, stay curious, and let's achieve amazing things, one line of code at a time. Happy New Month!

<https://bit.ly/gdgmminna-gwanu-project>

Join our Core Team

The 2025/2026 tenure is around the corner, and we're inviting builders, thinkers, creators, and organizers to join us.

[Available Roles:](#)

- Media Team
- Design Team
- Technical Team
- Management Team
- Partnership and Operations Team

Apply with the link around this flyer

Eid Mubarak

As we celebrate this season of sacrifice, unity, and gratitude, GDGoC sends warm wishes to you and your loved ones. May this Eid bring peace to your heart, blessings to your home, and renewed strength for the journey ahead.

And to our beloved community members, if you're cooking, baking, or sharing food, please don't **hide** your headlines, let the love (and the plates) go round.

Eid Mubarak from all of us at GDGoC

Happy Birthday Abraham Folorunso

Keep building, keep learning and keep leading. Your journey is proof that with passion and purpose, the sky isn't the limit. It's just the beginning. To our amazing Carpool lead, we're wishing you another breakthrough ahead!

Happy Birthday

Abraham Folorunso

GDGoC Fellowship Lead/Engineer

Hello July

July is about growth, and we're building with AI. You in?

- The first half is behind us. The second half? That's where it gets real.
- We've got something brewing for you this month.
- And yes, Build with AI is happening this month.
- It's a fresh chapter time to meet, reflect, and rebuild.
- Meet your content lead & marketing PR & writing.

Join us for Our Info Session

Exploring the GDG on Campus Community.

Date: Sunday 3rd November 2025

Time: 8:30 - 12:00PM Venue: Google Meet

[Link: bit.ly/GDGoC_PUHome-InfoSession](#)

Abraham Folorunso
Regional Lead/Engineer

Mudeanu Rashied
Head of AI/ML

Follow us on our Socials to stay updated

[@GDGoC_FutMina](#)

Monday Motivation

You don't have to be perfect, just consistent. The code you write today, the designs you sketch, the things you learn even when you're tired, they all matter. They're not wasted effort. They're quiet strides in something big you're building.

Growth doesn't always feel grand, sometimes, it's just showing up, again and again, even when you're tired to the bone. So take a deep breath, shake off the doubt, and do what you can today. Your future self is already proud of you.

<https://bit.ly/gdgmminna-gwanu-project>

Welcome Back to School

<https://bit.ly/gdgmminna-gwanu-project>

5 days of Gen AI

Join us for 5 days of Gen AI workshops, webinars, and more. Don't miss out on this opportunity to learn from the experts.

[Register Now](#)

Abraham Folorunso
Regional Lead/Engineer

Mudeanu Rashied
Head of AI/ML

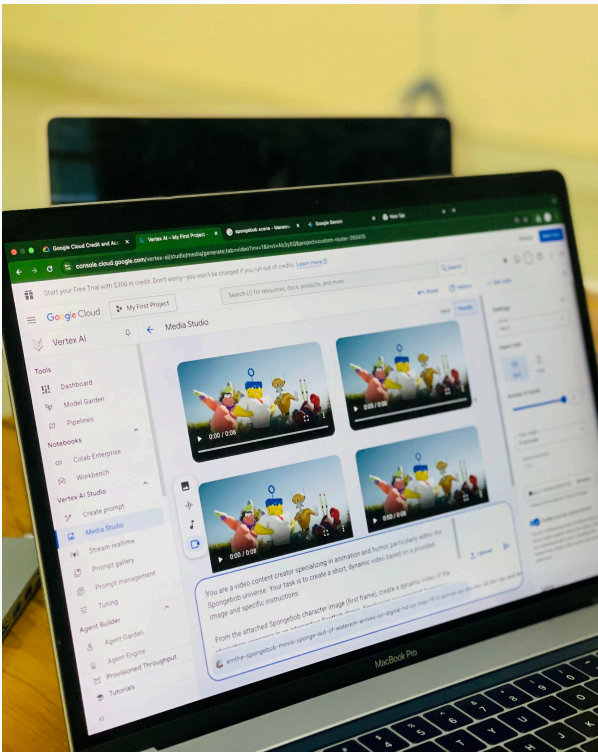
Happy Birthday Fawziyyah Muhammad

Cheers to the one who inspires and leads. Happy Birthday Fawziyyah! Wishing you a year of growth, success, and endless possibilities. Keep making magic happen. Love from all of us at GDGoC.

Happy Birthday

Fawziyyah Muhammad

GDGoC Fellowship Lead/Engineer



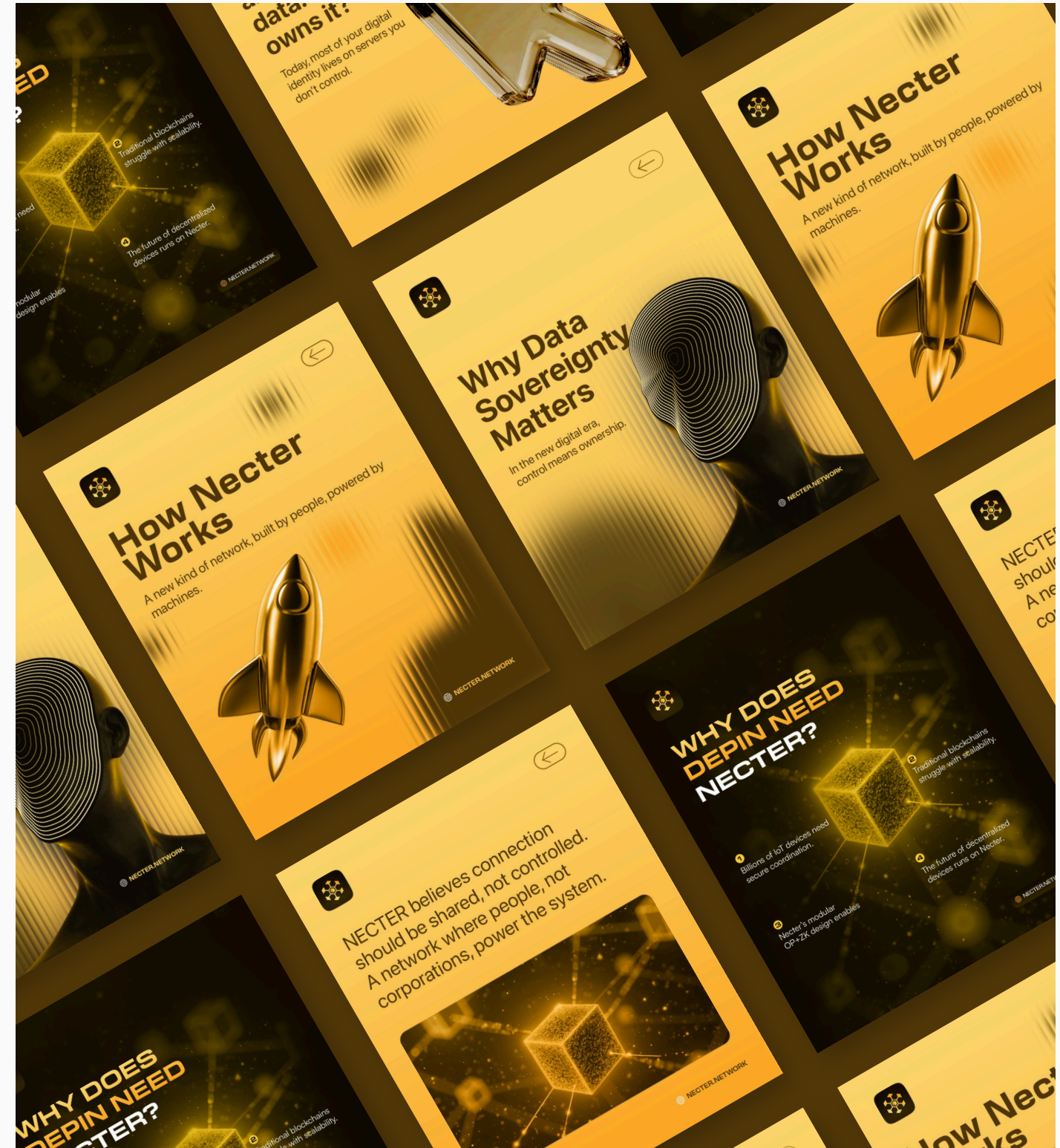
Different brief. Same standard.

02

Necter

Necter is building decentralised infrastructure for a user-owned internet. Over four months I handled social media design across their platforms and co-designed their Whitepaper – translating a technically complex product into visuals that made people lean in.

When your product is ahead of what most people understand, your brand has to close that gap.







Why Data Sovereignty Matters

In the new digital era, control means ownership.









How Necter Works

A new kind of network, built by people, powered by machines.









Necter Delivers:

- Hive SDK → APIs → modular infrastructure
- Faster finality, lower fees
- Ready for AI, DePIN, IoT use cases

Developers, this is your chain.







Every message, click, and device runs on systems owned by a few. They hold the power. We just use it.







What is Necter?

A new kind of blockchain network built for the real world.











Centralized systems decide how your data is used, and who profits from it.

Privacy breaches, unauthorized sales, and loss of control are the cost of convenience.





NECTER believes connection should be shared, not controlled. A network where people, not corporations, power the system.



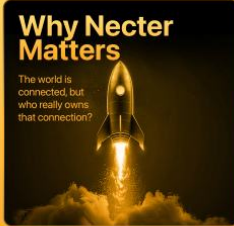






Why Necter Matters

The world is connected, but who really owns that connection?









It's about giving ownership back to communities and making digital spaces truly ours again.









Every click, upload, and search creates data. But who really owns it?

Today, most of your digital identity lives on servers you don't control.





Necter isn't just building a network.

It's building a living digital ecosystem.

Follow for more









BUILDERS NEED MORE THAN HYPE

They need usable tools.









Necter connects devices, AI agents, and systems into one shared digital network, where each part adds value to the whole.







NECTER IS DESIGNED DIFFERENTLY

- Privacy-first design for AI + data
- Modular Layer 2 for speed + scalability
- Optimized for DePIN, IoT, and agent-native economies

This isn't just another chain. It's the Hive for the next internet.







WHY DOES DEPIN NEED NECTER?

- ❌ Millions of IoT devices need secure coordination.
- ❌ Traditional blockchains struggle with scalability.
- ❌ Necter's modular CP+2K design enables
- ❌ The future of decentralized devices runs on Necter

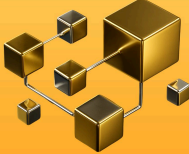








This makes the network modular, meaning it grows and evolves through the contributions of many, not the control of a few.











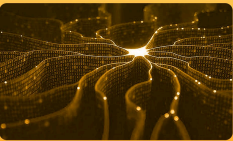
Necter helps connect and power devices and systems in everyday life, not just digital money.







This means smarter devices, fair data control, and shared value for the people who actually use the network.







BECAUSE TODAY'S BLOCKCHAINS AREN'T READY FOR WHAT'S NEXT:

- High gas fees
- Poor scalability
- Limited programmability

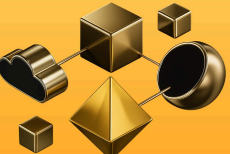








Instead of one company owning everything, Necter distributes the power, communities host, secure, and run the infrastructure.





Then there's the work that puts you inside the future before it arrives.

03

TIWA (Task Intelligent Web Agent)

TIWA is a programmable AI platform for founders who want to own their intelligence. Over four months I designed and built their social media presence across four platforms — growing the account from near zero to close to 1,000 followers.

In a space this noisy, looking put-together is how you get taken seriously.



TIWA

ASKTIWA.AI

Your Personal AI.
Your Digital Worker.
Your Passive Income Engine

Here's why TIWA is different

TIWA

ASKTIWA.AI

Most AI tools use you.
TIWA flips the script, you own your AI.

Your agent learns from you, works for others, and earns for you.

TIWA

ASKTIWA.AI

Your data trains your AI, But only you control it.

TIWA agents operate in zero-leakage, encrypted vaults

- Only you + your agent can access training data
- Explicit sharing only when you approve
- No third party access, ever

This is trustworthy AI ownership.

TIWA

ASKTIWA.AI

TIWA IS REDEFINING AI OWNERSHIP

Own your agent Own your future.

Follow @TIWAagent to learn how to build and earn with AI.

TIWA

ASKTIWA.AI

It's about making AI private, fair, and empowering, so you control your data, and your AI works for you.

TIWA

ASKTIWA.AI

THE FUTURE ISN'T JUST AI WORKING FOR YOU

It's AI Agents learning, collaborating, and crating new wealth ecosystems.

TIWA

ASKTIWA.AI

Your data is yours, always.

TIWA agents operate inside a zero-leakage framework where only you and your AI can access your training data.

TIWA

ASKTIWA.AI

Every trained agent can be listed on the TIWA Marketplace.

When your AI completes tasks for others, you earn passive income automatically.

TIWA

ASKTIWA.AI

YOUR DATA TRAINS YOUR AI BUT ONLY YOU CONTROL IT.

TIWA agents operate in zero-leakage, encrypted vaults:

- Only you + your agent can access training data
- Explicit sharing only when you approve
- No third party access — ever

TIWA

ASKTIWA.AI

Today, our data trains AI systems we don't control. They learn from us, but we get nothing in return.

TIWA

ASKTIWA.AI

WELCOME TO WHAT'S NEXT

The Future: AI that learns, collaborates, and builds wealth for you.

Follow @TIWAagent for more information

TIWA

ASKTIWA.AI

Turn your trained AI into a digital worker.

Every task completed = you earn. The more skilled your agent, the more revenue you generate.

List it in the TIWA Agent Marketplace, where businesses and individuals hire your AI.

TIWA. YOUR AI. YOUR WORKER. YOUR INCOME.

TIWA

ASKTIWA.AI

MEET TIWA YOUR PERSONAL AI. YOUR DIGITAL WORKER. YOUR PASSIVE INCOME ENGINE.

Position TIWA as the AI platform where you own, train, and monetize agents.

TIWA

ASKTIWA.AI

Welcome to TIWA Marketplace.

TIWA

ASKTIWA.AI

Think Fiverr... but for AI agents.

TIWA

ASKTIWA.AI

TIWA isn't just about artificial intelligence.

It's about empowered intelligence.

Own it Train it Earn from it

Follow for more insights as we redefine how people work and earn in the age of AI.

TIWA

ASKTIWA.AI

Your AI agent. Ready to handle tasks from sales to design, code, and research.

Think of it as your digital worker, available 24/7.

What task would you give your AI first?

TIWA

ASKTIWA.AI

THE FUTURE OF WORK ISN'T ABOUT JOBS, IT'S ABOUT AI OWNERSHIP.

Own your agent Own your future.

Follow @TIWAagent to learn how to build and earn with AI.

TIWA

ASKTIWA.AI

WHY TIWA MATTERS

Because AI shouldn't belong to a few, it should belong to everyone.

Different industry. Same eye.

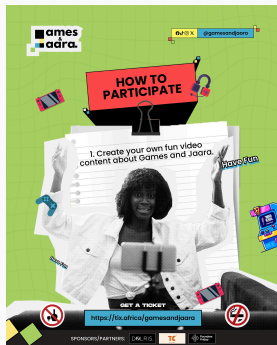
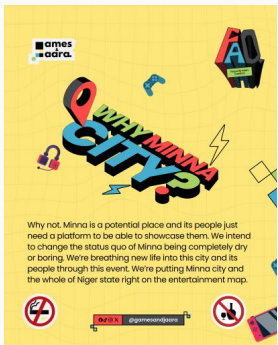
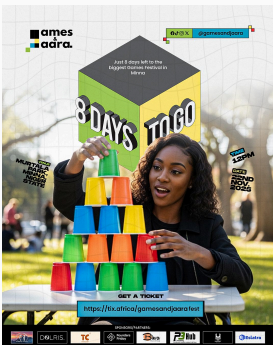
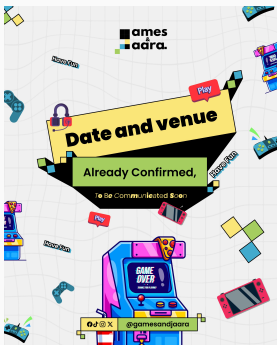
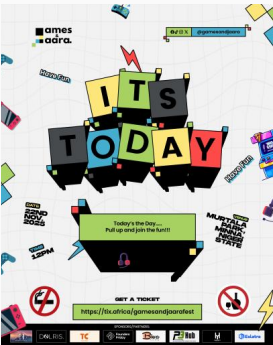
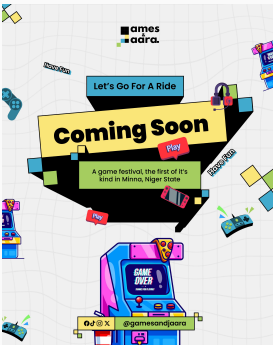
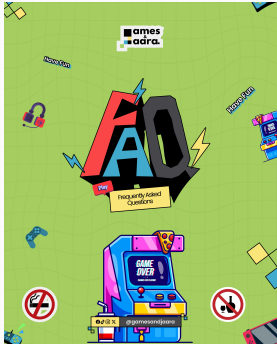
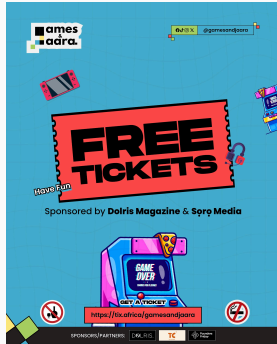
04

Games & Jaara

Games & Jaara had a logo. What they needed was a system. I expanded their existing identity into a full visual language for their event — social media, print, every on-ground touchpoint. Around 100 to 150 people attended. Social activity spiked. Creator collaborations followed.

A logo is a starting point. I built what comes after it.





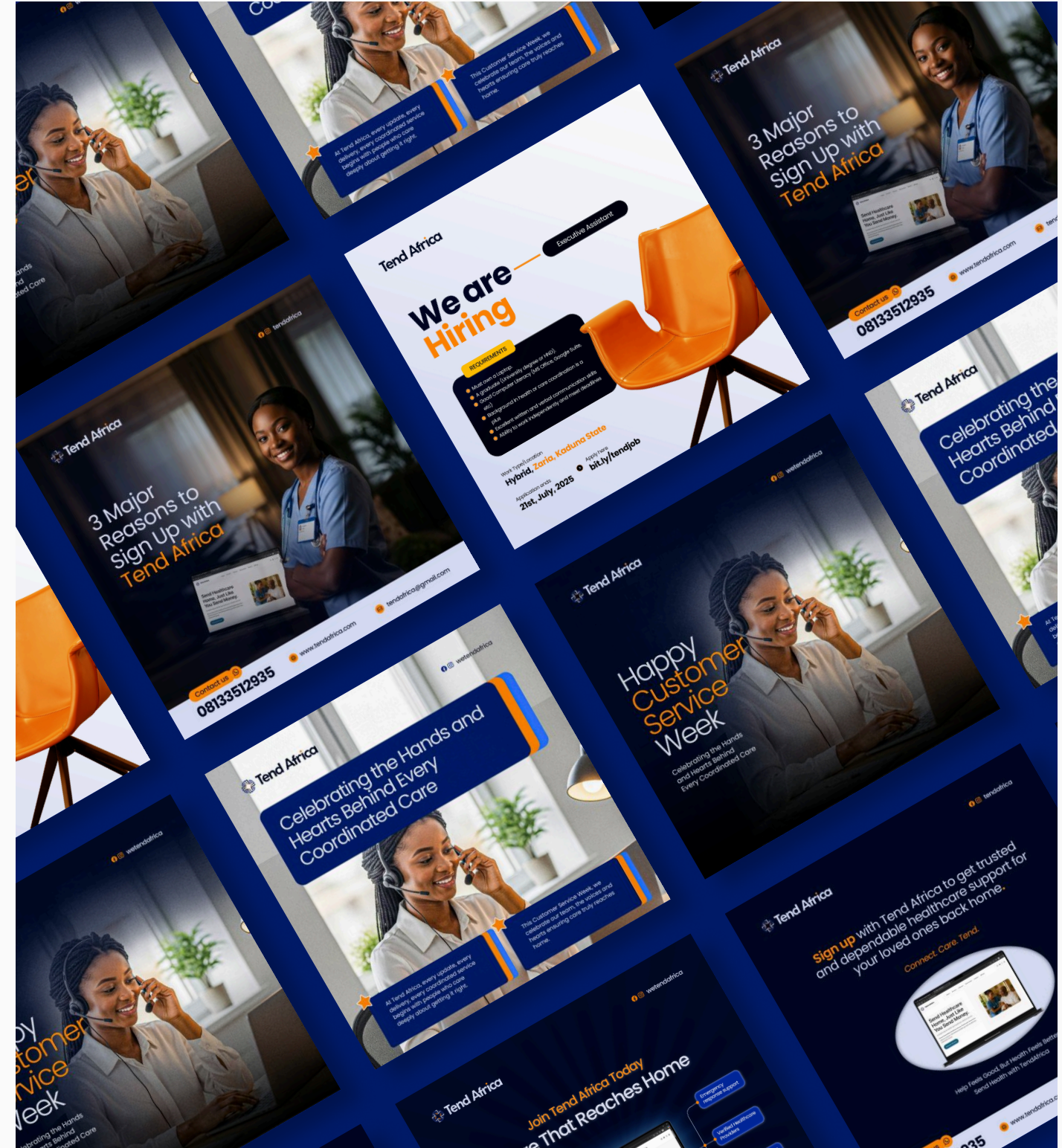
Sometimes the most important design work is the kind that has to make people feel safe.

05

Tend Africa

Tend Africa helps diaspora Africans secure healthcare for family back home. At launch I built their visual foundation — colours, typography, and the social presence that introduced them to the world in their most critical window. Those decisions are still visible on their live product today.

In healthcare, looking credible isn't cosmetic. It's the product.



Tend Africa

Caring From Afar
Shouldn't Be So Hard.

5 Ways Tend Africa Simplifies Your Life As An Immigrant

Contact us
08133512935

www.tendafrica.com
tendafrica@gmail.com

Tend Africa

1. Seamless Medication Delivery
2. Reliable Nurse and Caregiver Services
3. Emergency Response at Your Fingertips
4. Insurance Support and Recommendations
5. Real-Time Updates and Full Transparency

Contact us
08133512935

www.tendafrica.com
tendafrica@gmail.com

Tend Africa

Celebrating the Hands and Hearts Behind Every Coordinated Care

Contact us
08133512935

www.tendafrica.com
tendafrica@gmail.com

Tend Africa

Did you know?

With Tend Africa, you can ensure your loved ones never miss a dose! We offer timely medication delivery, nurse visits, caregiver support, and even emergency response services, all coordinated through one seamless platform. Because peace of mind should be just a tap away.

Contact us
08133512935

www.tendafrica.com
tendafrica@gmail.com

Tend Africa

Did you know?

Immigrants send over \$500 billion in remittances annually, with a significant portion going towards healthcare for their families back home. It's not just about money, it's about making sure their loved ones get the care they deserve!

Contact us
08133512935

www.tendafrica.com
tendafrica@gmail.com

Tend Africa

Meds to Door Service

Tend Africa sources and delivers your loved ones' medications, supplements, or uncovered prescriptions directly to their home.

Benefits

- Medication sourced from trusted pharmacies
- Seamless doorstep delivery
- Full services and delivery

Having \$10 service charge per delivery Medication cost billed separately

Tend Africa

Sign up with Tend Africa to get trusted and dependable healthcare support for your loved ones back home.

Connect. Care. Tend.

Help. Feels Good. But Health Feels Better. Send Health with TendAfrica

Contact us
08133512935

www.tendafrica.com
tendafrica@gmail.com

Tend Africa

Living Abroad? Caring for Home?

You Can Do It All with Tend Africa

Contact us
08133512935

www.tendafrica.com
tendafrica@gmail.com

Tend Africa

Reliable elderly care, Simplified.

Still waiting? Your loved ones deserve coverage. Gift your loved ones comprehensive healthcare coverage today.

Contact us
08133512935

www.tendafrica.com
tendafrica@gmail.com

Tend Africa

Over 70% of Nigerians rely on family support for healthcare, but many abroad don't know if their family actually got real care. TendAfrica makes it clear, simple, and trackable.

Contact us
08133512935

www.tendafrica.com
tendafrica@gmail.com

Tend Africa

Don't wake up worried about their health everyday. Sign up on Tend Africa Preventive Care Today.

- Dad's monthly check-up
- Mom's medication
- Mom's urinary and bowel issues
- Popo's misuse of drugs

Contact us
08133512935

www.tendafrica.com
tendafrica@gmail.com

Tend Africa

1. Reliable and dependable healthcare for loved ones back home.
2. Personalised care coordination.
3. Peace of mind through consistent updates.

Contact us
08133512935

www.tendafrica.com
tendafrica@gmail.com

Tend Africa

We are Hiring

Executive Assistant

REQUIREMENTS

- Must own a Laptop.
- A graduate (University degree or HND).
- Good Computer Literacy (MS Office, Google Suite, etc)
- Background in health or care coordination is a plus
- Excellent written and verbal communication skills
- Ability to work independently and meet deadlines

Work Type/Location
Hybrid, Zaria, Kaduna State

Application ends **21st, July, 2025** Apply here **bit.ly/tendjob**

Tend Africa

Tend Check-In

Nurse Services

A licensed nurse visits your loved one's home to monitor their health and provide essential support.

Benefits

- Personalised care from a dedicated rep
- Nurse visits to a qualified home
- Not dependent on family or caregiver support
- Access to 24/7 telemedicine consultations
- At readying (check the doctor's report)
- Medicine report sent to physician

Having \$20 per scheduled visit \$40 per emergency visit

Tend Africa

Monitor the health of your loved ones from the comfort of your home, and stay in control every step of the way with TendAfrica

Send Healthcare Home, Just Like You Send Money.

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www.tendafrica.com
tendafrica@gmail.com

Tend Africa

3 Major Reasons to Sign Up with Tend Africa

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Tend Africa

CareCo by Tend

Full Care Coordination

Our flagship subscription plan is designed for spouses who seek consistent, comprehensive care for their loved ones. With CareCo by Tend, you get peace of mind knowing everything is being managed from nurse visits to medication refills, insurance recommendations, support, and emergency support.

Benefits

- Unlimited nurse check-ins/Caregiver Services
- Unlimited home-to-door deliveries
- Comprehensive insurance plan recommendations
- Emergency response
- Monthly wellness reports
- Emergency medication refills
- A dedicated care manager assigned to each family
- Personal Care

Tend Africa

Happy Customer Service Week

Celebrating the Hands and Hearts Behind Every Coordinated Care

Tend Africa

Join Tend Africa Today

Care That Reaches Home

Send Healthcare Home, Just Like You Send Money.

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Not every great project needs a client brief.

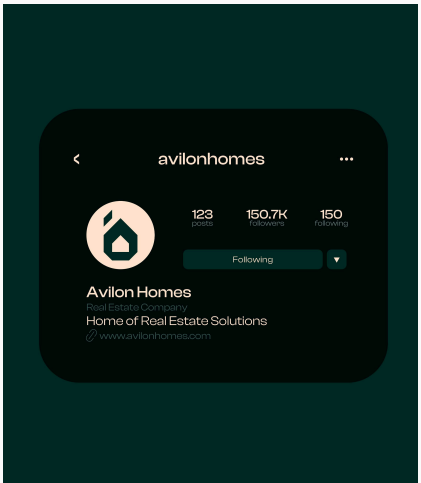
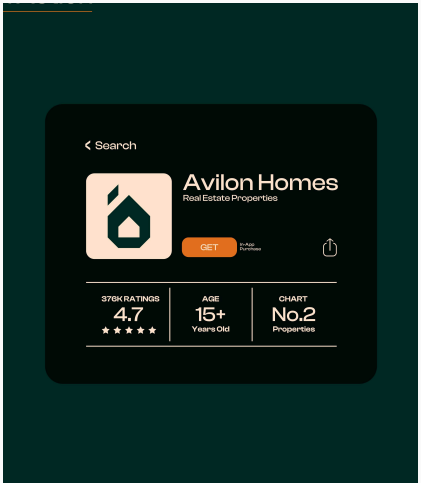
06

Avilon Homes

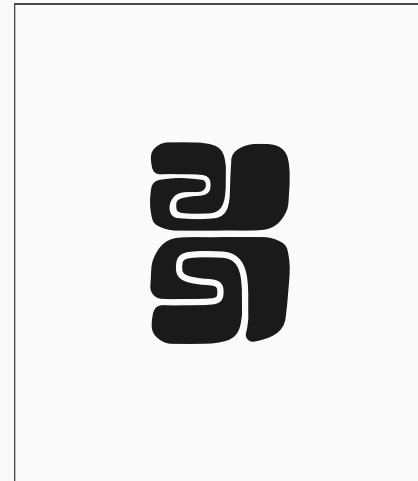
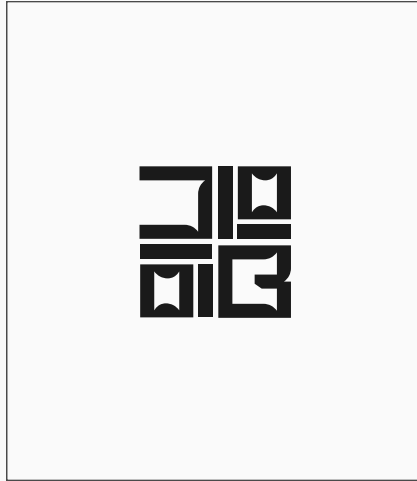
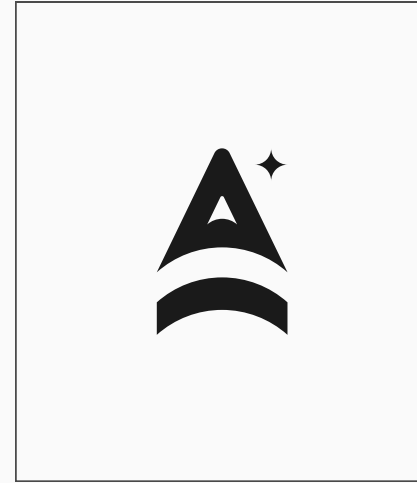
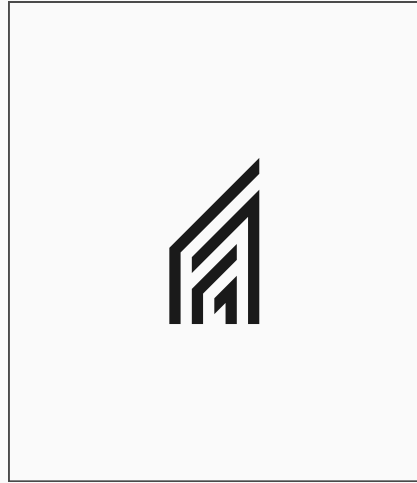
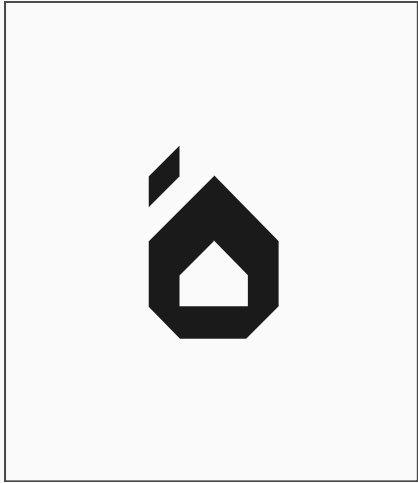
A self-initiated concept — built to answer one question: could I construct a complete, professional-grade brand identity system with no guardrails? Logo, colour, typography, brand pattern, merchandise, real-world mockups. Full system.

This is what I do when no one's watching. Imagine what I'll do for your brand.









And here's what the thinking looks like before the system gets built.

Logofolio

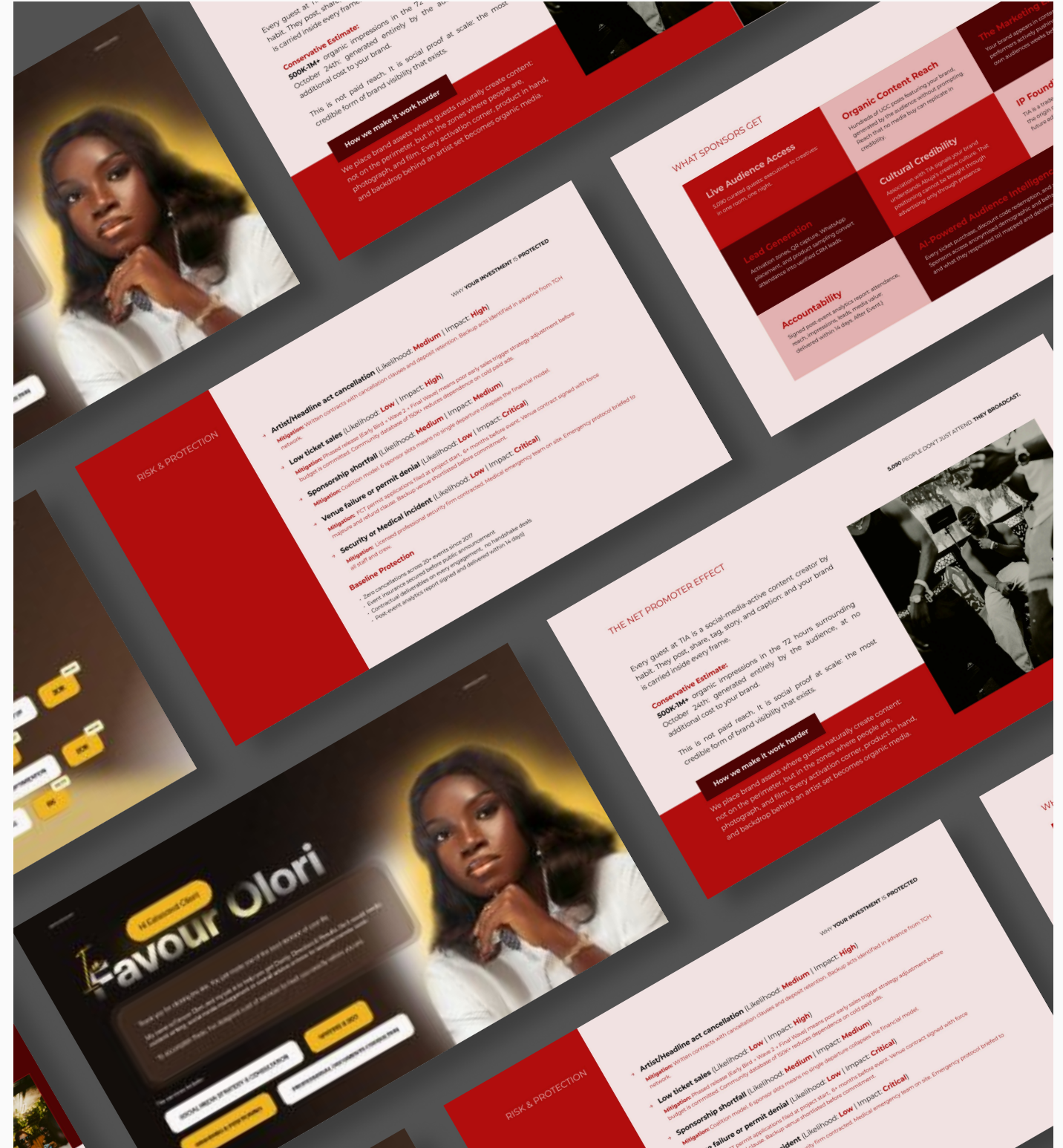


Design doesn't always live on a screen. Sometimes it lives in documents people actually read.

Editorial

Beyond social and brand work, I've designed long-form editorial documents: whitepapers, pitch decks, sponsorship decks, booklets, and structured materials for brands that needed credibility on paper as much as online.

[Browse the full archive here.](#)



Joel Omuya

Co-Founder, The African Student Summit

Working with Just Joel Designs has honestly been such a great experience. From branding to social media design, one thing I've noticed is that Joel doesn't just "make things look good", he tells a story through his work. One of the projects he worked on was for The African Student Summit, and the way he came up with such creative, meaningful designs really blew me away. He just gets it. You give him a concept, and somehow he turns it into something even better than you imagined.

He worked on a logo for us, and when he explained the concept behind it, the outcome honestly blew me away. The depth, uniqueness, and thoughtfulness he infused into it made me appreciate just how committed he is to excellence and storytelling. Since then, I've recommended him for other jobs, because I know he'll always come through on time, and with quality.

Honestly, if you need someone who can bring your ideas to life in a way that feels real and intentional, Joel's your guy

Folorunso Olugboji

Founder/CEO Folugboji Code Academy

I design myself, but handing my design work to Joel was the best choice. I look forward to giving him more projects in the weeks to come.

Umar

Lead Google Developer Groups Minna

We're incredibly grateful to have Joel as our lead designer for Build with AI Minna 2025. His creativity, attention to detail, and consistent delivery made a huge impact on the success of our event branding. From eye catching mesh banners to engaging digital fliers, Joel captured the spirit of innovation and community that defines our event. His work not only elevated our visual identity but also helped attract a wider audience and create a lasting impression.

We highly recommend Joel for any project that demands quality design with a strong creative vision.

Abraham Folorunso

Team Lead, Google Developer Groups on Campus FUTMINNA

Working with Joel as our Design Lead at GDG on Campus FUTMinna has been fantastic. So far, Joel goes beyond just delivering clean and creative designs that speak for themselves and for the community.

He pays attention to detail and takes feedback well. In short, Joel does far more than what you'd expect from a Design Lead. you will see him everywhere trying to contribute to the team and community beyond designs Any team would be lucky to have him.

Testimonials

Don't take my word for it.

If you've seen enough Here's how we start.

I work with founders and startups who understand that design is not decoration. If that's you, I'd like to hear what you're building.

Let's talk.

email
joelkolawole158@gmail.com

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Instagram, X (Twitter), Discord
@justjoel_dsgn

LinkedIn
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