



**DESIGN + STRATEGY
FOR BRANDS THAT
WANT TO WIN.**

**20
26**

CORPORATE PROFILE

About Yuyu



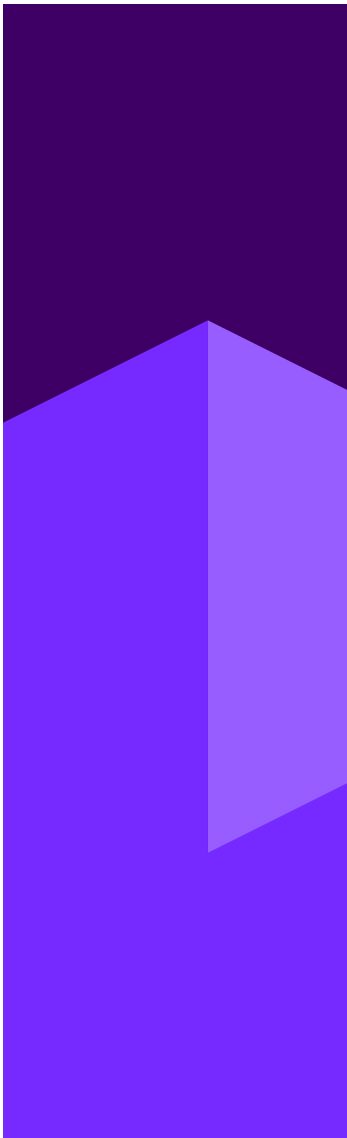
Yusuf “Yuyu” Odukoya is a multidisciplinary creator at the intersection of design, technology, and brand strategy. With a rare blend of full-stack design skills, marketing insight, and creative technology expertise, Yuyu transforms ideas into experiences that resonate, influence, and drive growth.

As the founder of **Schwartz Bacher Systems†**, **Branditecture Design Agency** and **Sameday Design Services Ltd**, Yuyu has built a reputation for crafting brands that are bold, memorable, and strategically positioned for success. From concept to execution, he approaches every project with precision, creativity, and a deep understanding of how design shapes perception.

Yuyu’s work spans visual identity, UI/UX design, digital innovation, and integrated marketing solutions. He thrives on solving complex challenges with elegant design and technology-driven solutions, helping brands tell their story with clarity and impact.

Driven by curiosity and an unyielding commitment to excellence, Yuyu has collaborated with startups, scale-ups, and established enterprises, leaving a trail of high-impact, award-worthy projects. His philosophy is simple: design with purpose, build with intention, and brand with vision.

Beyond the screen, Yuyu is a strategist, storyteller, and innovator—someone who doesn’t just follow trends but sets them. If you’re looking to redefine your brand, elevate your digital presence, and leave a lasting impression on your customers through unforgettable experiences, Yuyu is the creative partner you need.



Professional Summary



• NIRA Awards 2023

30+ Active Projects

Yuyu is the Founder of Branditecture Design Agency, and Co-Founder of Sameday Design Services Ltd.

Award-Winning Creative Leader

Winner, Best Commercial Bank Website (Nigeria) — NIRA Awards 2023.

Runner-Up — 100 Designs Exhibition, Alliance Française, Ikoyi (2019).

10 Years in Web Development

Since 2015, delivering high-performance, conversion-driven digital experiences.

15 Years in Brands Marketing

Building memorable brands and shaping market-ready identities since 2010.

3 Companies Founded

Yuyu founded SBS, Sameday Design Services Ltd & Branditecture Design Agency, pushing limits of innovation in design and creative technology.

10+ Active Enterprise Clients

Trusted by Toyota by CFAO, Suzuki, Sterling Bank, The Alternative Bank, Sterling Financial Holdings Company, and SterlingFi.

Philosophy & Ethos



CREATIVITY WITH INTENT

Every decision, colour, shape, interaction, message, is engineered to drive a measurable business outcome. Design is just the tool for clarity, influence, and conversion.



SIMPLICITY IS CLARITY

The strongest brands communicate effortlessly. Yuyu strips away noise, complexity, and visual clutter to build experiences that feel intuitive, modern, and unmistakably premium.



STRATEGY FIRST

Yuyu blends branding, marketing, and product thinking to ensure every output aligns with the brand's long-term vision, not just short-term deliverables.



HUMAN-CENTRIC LOGIC

Great brands make people feel something. Yuyu studies behaviour, culture, and micro-interactions to craft digital and brand experiences that resonate deeply with real users.

Core Capabilities

01

FULL-STACK WEB DESIGN

Brand Identity • Visual Systems • Web & Print Design • Motion & Interactive Assets • Conversion Rate Optimization (CRO)

02

BRAND & MARKETING STRATEGY

Brand Discovery • Positioning & Messaging • Go-to-Market Strategy • Campaign Concepting • Digital Content Architecture

03

UI/UX & DIGITAL PRODUCT DESIGN

User Flows • Wireframes & Prototypes • Web & Mobile UI • Design Systems • Conversion-Focused Interfaces

04

ADVISORY & CONSULTING

Creative Direction • Brand Audits • Product Strategy • Marketing Ops Optimization • Executive Support

Yuyu's capabilities span the full lifecycle of brand development. As a strategic partner, Yuyu ensures that product strategy and brand identity are aligned to maximize conversion and market impact.

YUYU

CORE CAPABILITIES

Full-Stack Design



Design is not just what it looks like and feels like. Design is how it works."

— Steve Jobs



With a very deep knowledge of both creative visual design, branding, and web development, Yuyu relies on his multi-disciplinary prowess to craft and oversee every digital customer touchpoint to maintain a polished and authoritative presence across all media.

This integrated method allows for the elimination of fragmentation often caused by multiple vendors and guarantees that your organization speaks with a singular and powerful voice.

A regular agency passes your intellectual property through account managers, creative directors, junior designers, and often outsourced developers. This fragmentation drastically increases the surface area for potential leaks. Yuyu's full-stack model inherently strengthens the efficacy of your Non-Disclosure Agreements by fundamentally minimizing exposure.

Yuyu provides a singular point of accountability for your data and strategy. Your trade secrets and proprietary concepts remain with one partner rather than circulating through a disjointed vendor ecosystem.

This ensures that your confidential information is never exposed to unvetted contractors or temporary staff who may not be bound by the same rigorous legal standards.

CORE CAPABILITIES

Brand & Marketing Strategy



Yuyu approaches Brand and Marketing Strategy as the definitive blueprint for commercial success. Yuyu does not view branding as merely aesthetic decoration but as a critical business asset that drives valuation and market share. Working directly with leadership, Yuyu distills complex value propositions into a clear and potent narrative. This foundational work ensures that an organization's positioning resonates deeply with target demographics and distinguishes it from competitors in a crowded landscape.

Yuyu translates this high level strategy into actionable marketing roadmaps that deliver measurable results.

CORE CAPABILITIES

UI/UX & Digital Product Design

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Why Yuyu

01

MULTI-DISCIPLINARY INTELLIGENCE

Branding. Marketing. Design. Technology.

Yuyu operates fluently across all four worlds. His decisions are informed by strategic insight, creative intuition, and a deep understanding of how brands work in the real world, not just in mood boards.

03

YUYU'S ZERO-TRUST™ IP FRAMEWORK

Yuyu guarantees full IP protection for clients because design, development, and marketing strategy is done in-house. When an NDA is involved, Yuyu do not outsource any part of the work, ensuring complete control, confidentiality, and quality from start to finish.

02

PROVEN EXPERIENCE ACROSS INDUSTRIES

With 15 years in branding and 10 years in digital design & web development, Yuyu has delivered high-impact work for enterprise powerhouses including:

Toyota Nigeria, Suzuki, Sterling Bank, The Alternative Bank, and Sterling Financial Holdings Company.

When the stakes are high, choose Yuyu.

Featured Project



NAYA AI

Vastly trained AI-powered RAG chatbot that automates customer support, saving 87% of customer care agent time.

CLIENT: STERLING BANK LTD.

LAUNCHED: AUGUST 2024

CATEGORY: ENTERPRISE SOFTWARE

STATUS: ACTIVE

MORE INFO: [HTTPS://STERLING.NG/NAYA](https://sterling.ng/naya)



Hi, how can I assist you today?



ABOUT THIS PROJECT

Naya is an highly-available AI-powered chatbot designed to simplify and personalize banking experiences for customers across the world. Developed for Sterling Bank and available everywhere on the website, Naya offers real-time assistance on a wide range of services, including providing up-to-date foreign exchange rates, detailed product information, financial tutorials, and personalized advice to individuals.

With multilingual support, Naya communicates fluently in both English and Nigerian Pidgin, ensuring accessibility and relatability for the bank's diverse customer base.

Naya was designed to deliver instant, reliable, and human-like assistance, she handles over 56,000 monthly conversations with an average response time of 6 seconds, cutting down human agent workload by 87%.

With her multilingual capabilities and upcoming voice interaction features, Naya represents a scalable, intelligent solution for modern banking customer support.

Featured Project



MINDBRIDGE MEDIA, LLC.

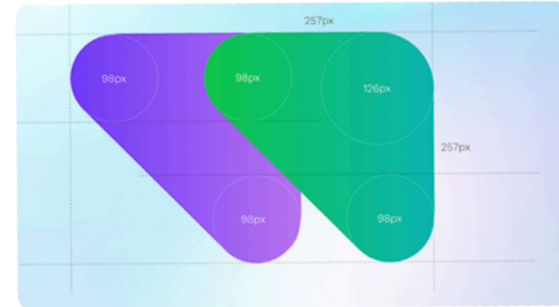
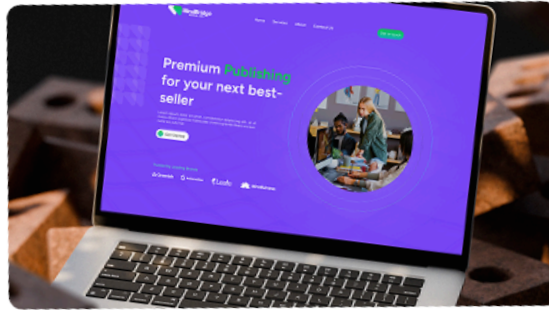
CLIENT: MINDBRIDGE MEDIA , LLC.

DELIVERED: SEPT 2025

CATEGORY: FULL BRANDING & WEBSITE DESIGN

STATUS: ACTIVE

MORE INFO: [HTTPS://MINDBRIDGEMEDIAINC.COM](https://mindbridgemediainc.com)



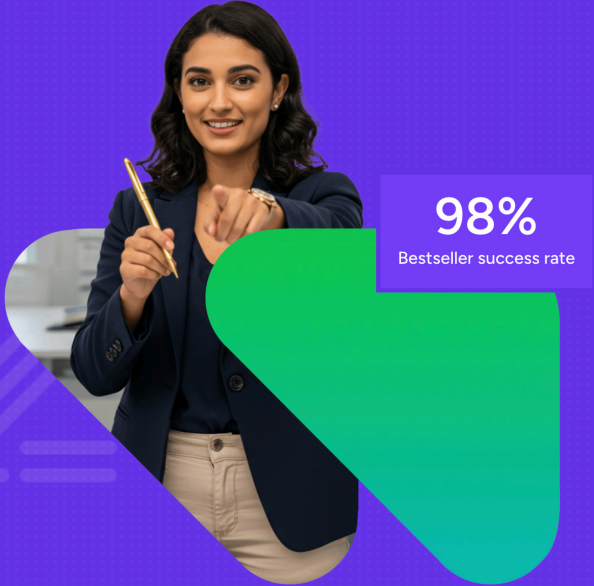
ABOUT THIS PROJECT

Mindbridge Media Inc is a premium writing agency. For this project, I doubled as the brand designer and web developer, leading the brand discovery and positioning process, designing the logo, identity, and brand collateral, and building a clean, high-value website targeted at UK and US audiences. No outsourced labour was employed during the entire course of this project.

Transform your proven *Experience* into a #1 bestselling book—without lifting a finger

From idea to bestseller – we handle the writing, publishing, and launch. 100% done for you. Zero guesswork. All impact.

Start A Project



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AS SEEN ON



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FEATURED REVIEW

Always A

4.9 / 5.0

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Explore. Discover. Conquer!

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wastebanc

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wakeel

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Out with the past, in with the Future.



Hi Partner

Here, you're not just that customer. You're a partner.



Be Spoiled for Choice

Explore our wide selection of digital banking, investments and products created to meet your needs.



You are Special

Our round-the-clock customer service team will look after your every need, delivering on our promises.



Banking for You

We've got special offers and solutions to support your dreams and financial aspirations.

Save Money Grow Wealth



Personal Account

We go beyond transactions. Enjoy fund and asset management facilities, and investments that'll make your dreams come true.

Get Started

WELCOME TO TOYOTA BY CFAO

Select Your Toyota Vehicle

Select your Toyota vehicle's year and model below to show only parts that may be compatible with your vehicle. You can also search parts using the search bar.

Year

Model



Pipe Sub-Assy
Part No: 2370251010
₦63,748.48

1 [Add to cart](#)



Pipe Sub-Assy
Part No: 2370151010
₦63,752.53

1 [Add to cart](#)



Spark Plug
Part No: 9091901266
₦26,891.89

1 [Add to cart](#)



Pipe Sub-Assy
Part No: 2370351010
₦63,752.53

1 [Add to cart](#)



Spark Plug
Part No: 9091901287
₦33,809.51

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Filter Assy Oil
Part No: 90118WC341
₦19,595.55

1 [Add to cart](#)



Element Kit Oil
Part No: 04152YZZD1
₦20,040.69

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Pipe Sub-Assy
Part No: 2370451010
₦63,756.05

1 [Add to cart](#)



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EVENT SUMMARY

OUR SPEAKER

REGISTER TO ATTEND

ABOUT SLS

BEYOND EDUCATION

WITH SIM SHAGAYA



Watch on YouTube

EVENT SUMMARY

Education should not be a phase of life; it should be a way of life. Yet too often, we treat it as a box to tick, a chapter to close, or a certificate to frame.

The upcoming Sterling Leadership Series will challenge this thinking. Together with visionary leaders and bold thinkers, we'll explore the future of learning, the failures of formal education, and the urgent need to bridge the widening gap between knowledge and relevance, competence over compliance, and creativity over conformity.

This is a call to reimagine how individuals, institutions, and nations prepare for the future, and to turn learning into a lifelong pursuit that fuels real change.

[WATCH LIVE ON YOUTUBE](#)

HEADLINER: SIM SHAGAYA



Sim Shagaya

GCCEO, uLesson and Chancellor, Miva Open University

Sim Shagaya is a celebrated Nigerian entrepreneur, investor, and visionary leader in technology, education, and agriculture. He is best known as the founder of Konga, one of West Africa's largest e-commerce platforms, and uLesson, Africa's fastest-growing education technology company.

A graduate of the Nigerian Military School, Sim went on to earn a B.Sc. in Electrical Engineering from George Washington University, followed by a Master's degree from Dartmouth College, and an MBA from Harvard Business School. His global educational background and professional experience have significantly shaped his contributions across sectors in Nigeria and beyond.

Sim's early professional journey included a role at Rand Merchant Bank in South Africa and later as Head of Africa for Google, where he led strategic initiatives to expand Google's footprint across the continent. He went on to found E-Motion, a Lagos-based out-of-home advertising company, and later launched DealDey (2011), a pioneering daily deals platform, and Konga (2013), which integrated proprietary logistics and payment systems to become a dominant force in African e-commerce.

In 2019, Sim founded uLesson, an edtech platform that delivers high-quality, affordable learning content to secondary school students across Africa, Europe, and North America. The company has raised over \$25 million in funding from leading investors such as TLcom Capital, Owl Ventures, Tencent, LocalGlobe, Founder Collective, and Nielsen Ventures, supporting the expansion of uLesson's mission to democratize access to education across Africa.

Building on this legacy, Sim launched Miva Open University in 2023, the first private Open and Distance Learning (ODL) university in Nigeria. Miva offers 13 accredited programs across three faculties and currently has over 9,000 enrolled students. As Founder and Chancellor, Sim continues to lead its mission to deliver accessible, flexible, and quality-driven education to learners nationwide. Miva was granted its operational license by the National Universities Commission (NUC) in May 2023 and represents a groundbreaking model for digital-first higher education in Nigeria.

In parallel, Sim is making bold strides in the agricultural sector with the establishment of Shagaya Agri Limited (SAL), an integrated agricultural company committed to unlocking the potential of Nigeria's agribusiness landscape.

Sim is committed to agricultural development and economic growth in Plateau State through

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Dedicated care professionals ready to assist, address concerns, provide compassionate support, and ensure quality care for hospitals and homes.

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WHO WE ARE

We Are A Premier Healthcare Staffing Agency Dedicated To Your Care Needs

At Humble Care Agency, we specialize in providing dedicated nurses and care workers to hospitals and homes, ensuring compassionate and professional care for those who need it most.



Commitment To Excellence

We maintain the highest standards in healthcare staffing. We match the right healthcare professionals to your facility's specific needs.

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OUR NUMBERS

Discover The Journey Towards Better Care With Us

At Humble Care, we are known for our rigorous vetting process, commitment to compliance, and 24/7 support. All our staff are fully screened, qualified, and ready to deliver remarkable services.



Exchange Gift Cards for instant Cash

Buy and Sell Gift Cards online instantly, pay utility bills & earn more

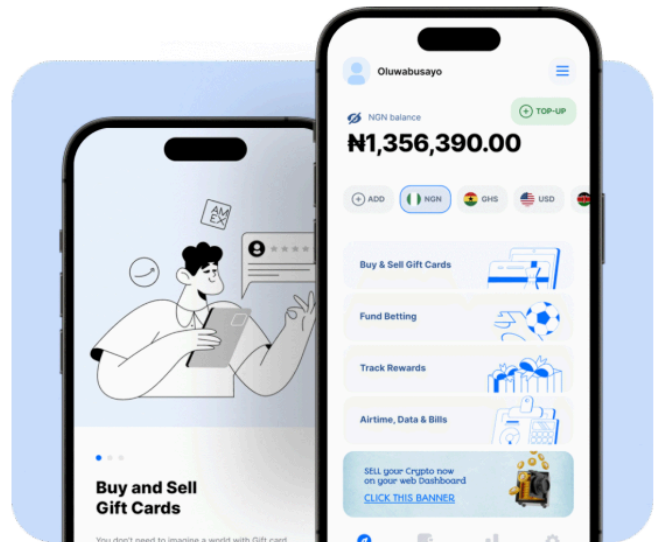
Download the App

Available for iOS and Android



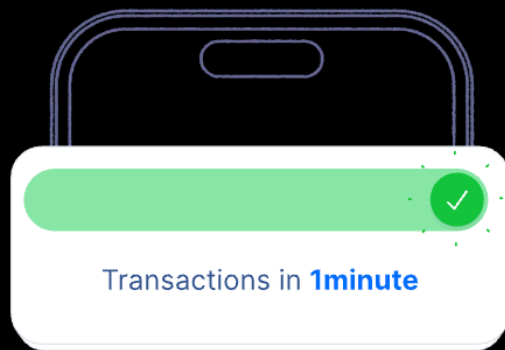
100k

Active users



CLICK ANYWHERE ON THIS PAGE TO VISIT THE LIVE WEBSITE

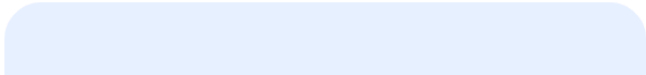
Explore gift cards and digital payment solutions using 1minutepay.



Buy and Sell Gift Cards online instantly, pay utility bills & earn more rewards using 1minutepay + get paid in different currencies.



Buy Gift Cards



Portfolio ²⁵

Last Updated: Thu Jan 1, 2026

PROJECT NAME	TYPE OF PROJECT	CLIENT	STATUS & LINK
Switch by Sterling	App Landing Page	Sterling Bank Ltd.	LIVE: https://sterling.ng/switch
The AltBank Website	Corporate Website Design and Development, Ongoing Website Maintenance Services	The Alternative Bank Ltd.	LIVE: https://altbank.ng
Toyota by CFAO Auto Parts	Dynamic e-Commerce Website, Ongoing Website Maintenance	Toyota by CFAO Mobility	LIVE: https://toyotabycfaoparts.ng
MindBridge Media Corporate Website	Full 360 Branding, Corporate Website Design and Development	MindBridge Media LLC	LIVE: https://mindbridgemediainc.com/
1minutePay Website	Dynamic Website Development	1minutePay	LIVE: https://1minutepay.com
Beyond Education Campaign	Corporate Promotional Web Landing Page Design	Sterling Bank Ltd.	LIVE: https://sterling.ng/future
2bn Scholarship Voting Portal	Development and maintenance of a dynamic community-driven voting hub for the 2bn scholarship nominees.	Sterling Bank Ltd.	LIVE: https://sterling.ng/vote
Switch Landing Page	App Landing Page	Sterling Bank Ltd.	LIVE: https://sterling.ng/switch
Realtime Branch FX Ticker	Web App	Sterling Bank Ltd.	LIVE: https://sterling.ng/branch-fx-ticker

Portfolio (Cont'd)

Last Updated: Thu Jan 1, 2026

PROJECT NAME	TYPE OF PROJECT	CLIENT	STATUS & LINK
InvestSpend	App Landing Page	Sterling Bank Ltd.	LIVE: https://sterling.ng/investspend
Sterling Leadership Series	Event Landing Page, Ongoing Website Maintenance Services	Sterling Bank Ltd.	LIVE: https://sterling.ng/sls
Naya	Web Landing Page Design	Sterling Bank Ltd.	LIVE: https://sterling.ng/naya
Tech Amazons	Web Landing Page Design	Sterling	LIVE: https://sterling.ng/amazon
Sterling x Water.org WASH Campaign	Campaign Landing Page	Sterling	LIVE: https://sterling.ng/wash
28cart.com	E-commerce Website	28Cart	LIVE: https://28cart.com
5xSense	Corporate Website Design and Development	5XSense Limited	LIVE: https://5xsense.com
Kitsbro.com	Web Design Template Downloads Portal	Personal Project	LIVE: https://kitsbro.com
Yuyu.ng	Personal Portfolio Website	Personal Project	LIVE: https://yuyu.ng
Crochetbraidsgallery.com	E-commerce Website	CrochetBraids Gallery	LIVE: https://crochetbraidsgallery.com
HumbleCare LLC	Corporate Healthcare Website Design	HumbleCare (UK) Ltd.	LIVE: https://humblecarevvvvvvvvvagen cy.com
Bostrad	Corporate Website	Bostrad Nigeria Limited	LIVE: https://bostrad.com

Portfolio (Cont'd)

Last Updated: Thu Jan 1, 2026

PROJECT NAME	TYPE OF PROJECT	CLIENT	STATUS & LINK
Sameday DaaS	Design-as-a-Service Startup Website Design	Sameday Design Services Ltd.	LIVE: https://sameday.guru
Marvel Oaks Solicitors	Corporate Law Website for Marvel Oaks Solicitors	Marvel Oaks	LIVE: https:// marveloakssolicitors.co.uk
Agric Summit	Corporate Annual Event Website	Sterling Bank Ltd.	LIVE: https://agricsummit. org
ACASI	NGO Website	African Center for Agriculture & Social Inclusion	LIVE: https://acasi.net



I have over 100 active live projects, for a full list, please reach out to me via hello@yuyu.ng.

Corporate Clients



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