



Portfolio

Niyi Adeogun

Selected Works
2022 - 2024

Art Director &
Visual Artist

2024

Welcome

Niyi Adeogun



■ Welcome to my portfolio

As a multidisciplinary artist, art director, and creative entrepreneur, I welcome you to explore my world of innovation and visual enchantment. From founding ZeroResistance Studios to pioneering CXRE Labs, my journey, celebrated by the PEI Art Bank, unfolds through transformative art and immersive experiences.

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Culture Rich World

— About Me



■ Niyi Adeogun

Creative & Art Direction

Brand Design

Illustration

Packaging Design

Website Design

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Education

University of Prince Edward Island

Bachelors of Science: Sustainable Design

Engineering

Experience

Aug. 2019 - Current

ZeroResistance Studios, Creative Director |

Part Time Contract | Charlottetown PE

Jan. 2023 - Current

CXRE Labs, Art Director | Part Time

| Halifax, NS

Jul. 2021 - Current

Vretta Inc, Graphic Designer | Full Time |

Toronto, ON



Award

2023

Best of Edible Awards - Best Illustration

2022

Artworks Purchased by PEI Art Bank

2021

Artworks Purchased by PEI Art Bank
Charlottetown Arts and Culture Award
Emerging Artist Nominee

Skills

Adobe Creative Suite

Problem Solving

Project Management

Graphic Design

Branding Strategy Development

Figma

CAD: SolidWorks

UI/UX Design

Exhibitions

2020

Making Your Mark Group Exhibition: The Guild
PEI, Charlottetown, PE

2022

While Black Group Exhibition: Confederation
Centre Art Gallery, Charlottetown, PE

2023

Solo Art Exhibition: The Dali Cafe,
Charlottetown, PE

Hobbies

Sports

Basketball

Art

Painting

Music

Beat Production

— The Game Awards

Brief

Design a captivating and evocative artwork that captures the essence of 'people, creative passion, and hope' within the gaming industry.



Art Direction & Illustration



Solution

“Emerge” encapsulates the essence of The Game Awards Future Class: people, growth, transformation, and the boundless potential of emerging talents in the gaming industry. It eloquently conveys the program’s commitment to celebrating creative passion, while offering a vivid representation of hope for the future of gaming.





Art Direction & Illustration



Harvard Business Review



Brief

The client's challenge lies in visually articulating the narrative of "The Anti-Racist Leader." Create illustrations that embody unity and inclusivity.



Solution

The client is in search of illustrations in a silhouette style, with a focus on unity and inclusivity. They envision using abstract shapes and intersecting colors to convey a sophisticated message. The narrative delves into CEOs fostering diversity, equity, and inclusion without relying on literal depictions.



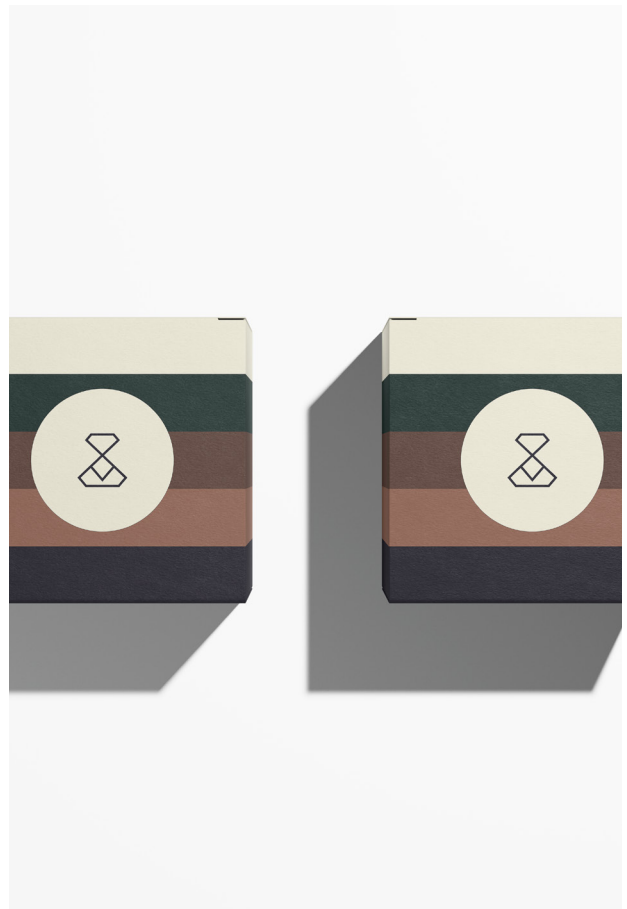


Brand & Packaging Design

SUURU

Brief

Create a distinctive logo for lifestyle brand SUURU, embodying elegance and luxury.



Solution

Crafted a bespoke SUURU logo, seamlessly blending a stylized “S” to form an elegant diamond. This symbolizes both luxury and the female form, creating a sophisticated visual identity. The design captures the brand’s essence, offering a unique and memorable representation for the upscale lifestyle it represents.



Art Direction & Illustration



— Purolator



Brief

Illustrate a box cover theme centered on family traditions, togetherness, and shared holiday meals.

Solution

The box cover features a picturesque light-house on dunes symbolizes shared holiday meals during Christmas. On the back, a vibrant sketch capturing the essence of PEI's Mill River slip and slide, embodying family traditions and togetherness. The inclusion of PEI's lighthouses and sand dunes adds a local touch to evoke a sense of place.

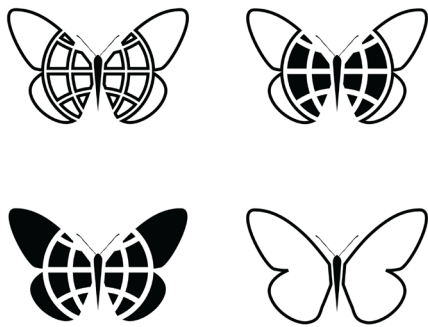
— Culture Rich World



Brief

Develop a logo and clothing collection for Culture Rich World, embodying strength, beauty, and freedom in African culture. The client desires a butterfly as the brand symbol, merging it with a globe. The goal is to create a distinctive identity that resonates with the richness and diversity of African heritage.

Art Direction, Illustration, Brand & Packaging Design



Solution

Crafted Culture Rich World's identity with a logo merging a butterfly and globe, symbolizing strength, beauty, and global freedom. The clothing collection utilizes the butterfly motif, conveying cultural richness through vibrant designs. Each piece reflects the brand's ethos, celebrating African heritage while embodying the strength and beauty inherent in its diverse cultures.

Thank you

Contact

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