

# NIYI ADEOGUN.

GRAPHIC DESIGNER / ARTIST / DESIGN ENGINEER

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## Profile

Born in Lagos, Nigeria, Niyi has always had a passion for art since 6. He kept this zeal on hold for a while, until 2017 when he decided to go into graphic/digital arts. He finished at UPEI with a B.Sc in Sustainable Design Engineering, which developed his skill in taking a sustainable approach and creating environmental-friendly solutions for clients. Over the past years, Niyi has been involved in project management and execution, creating community-driven events. He also helps brands develop their identities by providing design services and advice based on his experience in creating logos, style guides, startup branding kits, design libraries, social media assets, conceptual and modern art. He is open to working with upcoming and established companies to help provide design and sustainable solutions as well as help achieve their goals.

## Education

University of Prince Edward Island: Charlottetown, PE – B.Sc. Design Engineering, 2020

## Selected Client Work

Creative Director, ZeroResistance; Charlottetown, PE – 2019 - Present

I develop project and case studies about the brand's goals and objectives by brainstorming, planning and executing the idea from start to finish. I work alongside different creatives to develop creative story writing concepts for art exhibitions and events. I manage daily details of projects, including schedule, budget, scope and risk, and facilitate project meetings with team members and partners. I work alongside the art director to create social media assets, Facebook ads and marketing tools, i.e. websites and editorials, to promote ongoing and future projects. I oversee all forms of idea/project expressions through various media like photoshoots, videography and poetry. Refer to website - [www.zeroresistance.co](http://www.zeroresistance.co)

Graphic Designer, Vretta Inc; Toronto, Ontario – July 2021 - Present

I work alongside the instructional designer to create interactive and visually appealing video lessons for students in universities and colleges. I create website designs applying UI and UX principles to solve problems for the company. I work with the art director to create promotional content for the company's clientele and services.

Design Engineer, UPEI: MDS Technologies; Charlottetown, PE – Sept. 2019 - Apr. 2020

I developed sustainable ideas and created concepts to solve the problem present in MDS Coating Technologies by conducting extensive research on current solutions and alternative

answers with a team of 4. I took charge of the project's visual design segment by overseeing all visual deliverables (Ideation Sketches, CAD, FEA Analysis, Assembly Drawing) needed to communicate the design team's proposed solution further to our supervisors and client.

Design Engineer, UPEI: Canadian Tire; Bolton, Ontario – Sept. 2018 - Apr. 2019

I created ideas and designed concepts to solve problems present in the Canadian Tire distribution centre at Bolton, Ontario with a team of 5. I completed CAD models for the team's proposed solution, technical documentation, research on recent solutions to current problems, and worked on my team management skill by organizing client meetings and public presentations.

#### Exhibitions

“Genesis” Art Exhibition: Kettle Black, Charlottetown, PE - 2019

Creative Debuts Group Exhibition: Spotify Headquarters, London, UK - 2020

Nimrods Pop-Up Group Exhibition: Nimrods, Stratford, PE - 2020

“Untitled” AR Experience/Fashion Pop-Up: Town City, Charlottetown, PE - 2020

“Making Your Mark” Group Exhibition: The Guild PEI, Charlottetown, PE - 2020

“Lost Moments” AR Experience/Pop-Up: Downstreet, Charlottetown, PE - 2021

“Come As You Are” VR/AR Experience Art Show: Downstreet, Charlottetown, PE - 2022

#### Skills

Adobe Photoshop CC 2021

Adobe Illustrator CC 2021

CAD: SolidWorks

Public Presentation

Project Management

Problem Solving & Research

Creativity

Decision Making

Time Management

Openness to Criticism

Teamwork

Communication

Leadership

Microsoft Office: MS Word - Ms Powerpoint – MS Excel

#### References

Yvette Doucette

Newcomer Orientation Worker

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Monica Lacey

Multidisciplinary Artist

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