



NIYI



ADEOGUN

SELECTED WORKS

STUDIO - CXRE LABS

2019 - 2026



I am a multidisciplinary creative director, artist, and designer with a background in sustainable design engineering. My practice moves across brand identity, art direction, object design, illustration, visual storytelling, and exhibition-led work, bringing together strategy, symbolism, and form to create work that feels both thoughtful and distinct.

Over the years, I have developed visual identities, campaigns, illustrations, objects, and creative systems for brands, cultural initiatives, and independent ventures. I have also built and led platforms such as CXRE Labs, ZeroResistance Studios, and POSTR, using each one as a way to expand how I work across art, design, community, and experience. Whether I am shaping a brand, designing an object, building an exhibition, or developing a concept-led visual world, I am interested in work that carries clarity, presence, and emotional weight.

What continues to drive me is the possibility of going further. I want to keep building a practice where art, design, and engineering are not treated as separate disciplines, but as connected tools for creating more meaningful experiences, products, spaces, and systems. This portfolio brings together selected works from the journey so far, while also pointing toward the kind of work I am continuing to grow into.

Brand Identity & Art Direction

Featured Clients/Work

club KIND.
 ALTAR Aesthetics Co.
 shop POSTR
 CSNPEI
 Zino Consulting

Year
 2023 - 2026

Pages
 004 - 034

Album & Single Packaging

Featured Clients/Work

TOBi
 Dylan Menzie
 MannyWellz
 Sharyn
 Shopé & many more

Year
 2019 - 2025

Pages
 075 - 079

Objects & Industrial Design

Featured Clients/Work

Entry Column
 ANSMA Award Design
 Still In Play
 SOL-1
 CXRE ID Dept.

Year
 2024 - Present

Pages
 035 - 056

Artist Practice & Exhibitions

Featured Clients/Work

Temporary Blindness
 Heart Cries
 Come As You Are
 Lost Moments

Year
 2019 - 2025

Pages
 080 - 096

Graphic Design & Illustrations

Featured Clients/Work

The Game Awards
 Purolator
 Harvard Business Review
 PEERS Alliance

Year
 2022 - 2025

Pages
 057 - 074

Studio & Archives

Featured Clients/Work

CXRE Labs
 ZeroResistance Studios
 POSTR
 365 - An Artwork A Day Series
 CRW & many more

Year
 2019 - 2026

Pages
 097 - 113



Brand Identity & Art Direction

Featured Clients/Work

club KIND.
ALTAR Aesthetics Co.
shop POSTR
CSNPEI
Zino Consulting

Year

2023 - 2026

Pages

004 - 034

This section brings together selected identity systems, campaigns, and brand worlds developed across culture, commerce, and community. Each project reflects a different kind of challenge, but all of them are rooted in the same approach: clarity, character, and the belief that strong visual language can shape how a brand is felt as much as how it is seen.

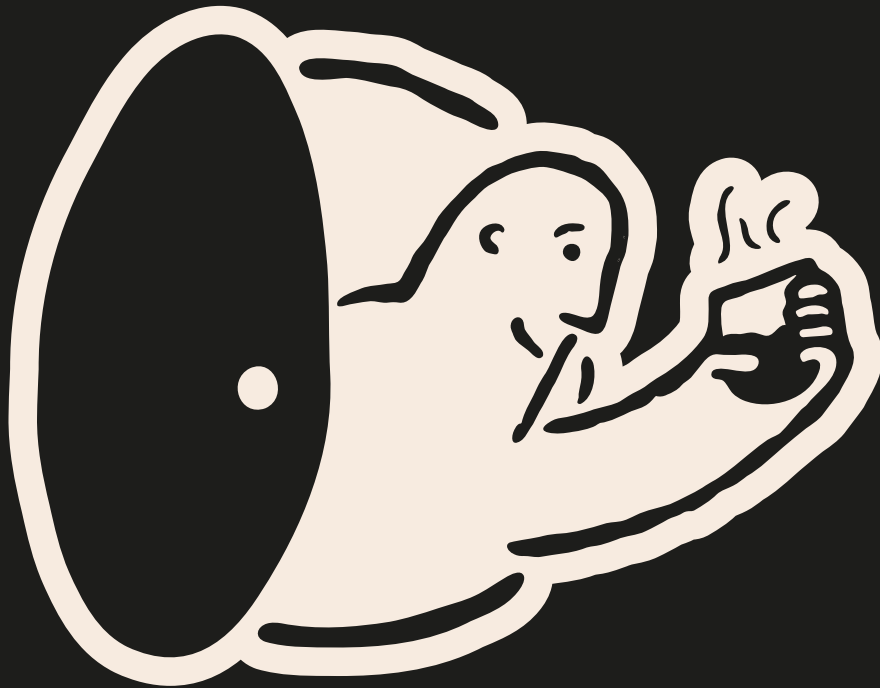


club KIND.

Role
Brand Identity
Art Direction
Visual System Design
Campaign Design
Brand Applications

Year
2026

Status
Completed

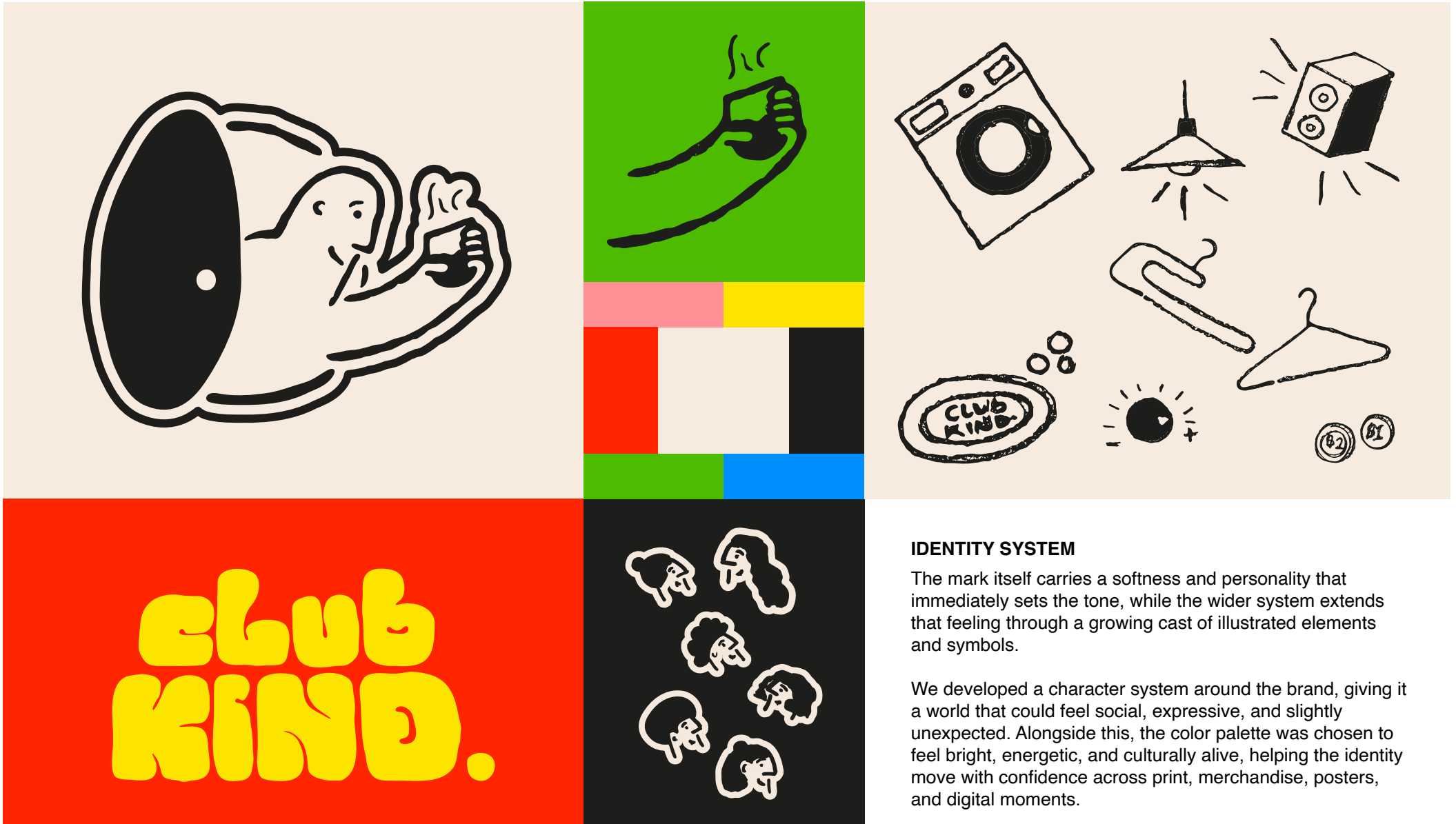


Logo Design
club KIND (2026)

OVERVIEW

club KIND needed a visual identity that could feel contemporary, emotionally aware, and culturally grounded without falling into the polished sameness that defines so much branding today. From the beginning, the goal was to create a world that felt open, expressive, and memorable, something with enough personality to stand out, but enough structure to remain coherent across touchpoints.

The answer was to lean into a hand-drawn strategy. Rather than chasing perfection, the system was built around character, looseness, and visual warmth. This gave the brand a more human presence, allowing it to feel alive, approachable, and distinct from the overly refined visual language people have come to expect.



IDENTITY SYSTEM

The mark itself carries a softness and personality that immediately sets the tone, while the wider system extends that feeling through a growing cast of illustrated elements and symbols.

We developed a character system around the brand, giving it a world that could feel social, expressive, and slightly unexpected. Alongside this, the color palette was chosen to feel bright, energetic, and culturally alive, helping the identity move with confidence across print, merchandise, posters, and digital moments.

Brand Identity Design
club KIND. (2026)

APPLICATION

The application of the identity was where the full spirit of the brand began to show itself. The hand-drawn language, character system, and bold colour relationships allowed club KIND to feel flexible without losing recognizability, giving the brand enough range to live across different formats while still feeling connected at every point.

What emerged is a brand world that feels considered but never stiff, playful but never careless. It is an identity built to hold attention through personality, warmth, and visual confidence.





Launch Campaign Design No.1
club KIND (2026)



Launch Campaign Design No.2
club KIND (2026)



Launch Campaign Design No.3
club KIND (2026)



Launch Campaign Design No.4
club KIND (2026)



Flyer Design
club KIND (2026)



Coffee Cup Design V1
club KIND (2026)



T-Shirt Design
club KIND (2026)



Coffee Cup Design V2
club KIND (2026)



Hat Design
club KIND (2026)



Coffee Cup Design V3
club KIND (2026)



Tote Bag Design V2
club KIND (2026)



Storefront Concept Design
club KIND (2026)

ALTAR Aesthetics Co.

Role

Creative Direction
Brand Identity
Visual System Design
Collection Design
Marketing Design
Visual Communication

Year

2025 - Present

Status

Ongoing



Logo Design
ALTAR Aesthetics Co. (2025)

OVERVIEW

ALTAR Aesthetics Co. came to us at a point where the brand needed stronger visual definition and a clearer sense of self. Our role was not only to refine the identity, but to help shape a more meaningful and recognizable world around it.

We reworked the brand mark, strengthened the visual language, and carried that thinking into the first collection, marketing support, and wider communication system. The result is a direction that feels more grounded, more distinctive, and more aligned with the ambition of the brand.

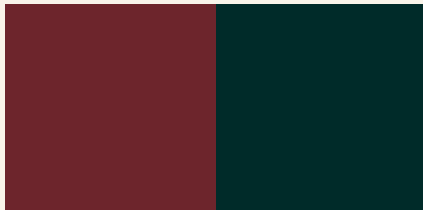
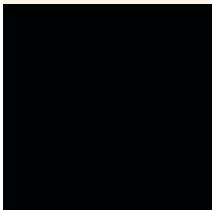
ALTAR
Aesthetics Co.



A



Altar



CREATIVE DIRECTION

This project was about more than a logo. It was about building a visual tone that could move across product, apparel, messaging, and image-making with consistency.

The identity system brings together restraint, symbolism, and clarity, giving ALTAR a foundation that can continue to grow without losing its point of view.

The Awakening

VOL.1

APPLICATION

The application phase allowed the brand to begin living in a fuller way. From the first collection to supporting visuals and communication assets, each expression was designed to reinforce the brand's presence and build familiarity over time.

What is taking shape is a brand that feels considered, intentional, and built for longevity.



Fitted Jacquard Cardigan
ALTAR Aesthetics Co.
F/W (2026)
Creative Direction & Product Design



The Daily T-shirt - Black
ALTAR Aesthetics Co.
F/W (2026)
Creative Direction & Product Design



Haven Hoodie
ALTAR Aesthetics Co.
F/W (2026)
Creative Direction & Product Design



Heritage Hat - Green
ALTAR Aesthetics Co.
F/W (2026)
Creative Direction & Product Design



Heritage Hats Lookbook
ALTAR Aesthetics Co.
FW (2026)
Model: Marcus Hollinger
Photographed by Matthew W. Warren



The Daily Hat Lookbook
ALTAR Aesthetics Co.
FW (2026)
Model: Justin Paul
Photographed by Matthew W. Warren



The Daily Hat & The Daily T-Shirt Lookbook
ALTAR Aesthetics Co.
F/W (2026)
Model: Justin Paul
Photographed by Matthew W. Warren



Haven Hoodie Lookbook
ALTAR Aesthetics Co.
F/W (2026)
Model: Nevaeh Palmer
Photographed by Matthew W. Warren



Fitted Jacquard Cardigan & The Ledger Lookbook
ALTAR Aesthetics Co.
F/W (2026)
Model: Marcus Hollinger
Photographed by Matthew W. Warren



The Daily T-shirt - Black
ALTAR Aesthetics Co.
F/W (2026)



Fitted Jacquard Cardigan
ALTAR Aesthetics Co.
F/W (2026)



Haven Hoodie
ALTAR Aesthetics Co.
F/W (2026)



The Daily T-shirt - Coconut Milk
ALTAR Aesthetics Co.
F/W (2026)



The Ledger
ALTAR Aesthetics Co.
F/W (2026)



Heritage Hat - Green
ALTAR Aesthetics Co.
F/W (2026)

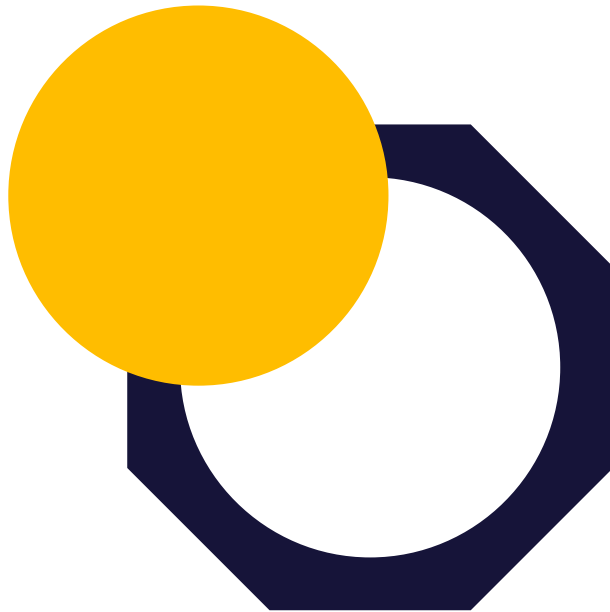


Shop POSTR

Role
Brand Identity
Art Direction
Visual System Design
Website Design
Brand Strategy
Brand Applications

Year
2023 - Present

Status
Ongoing

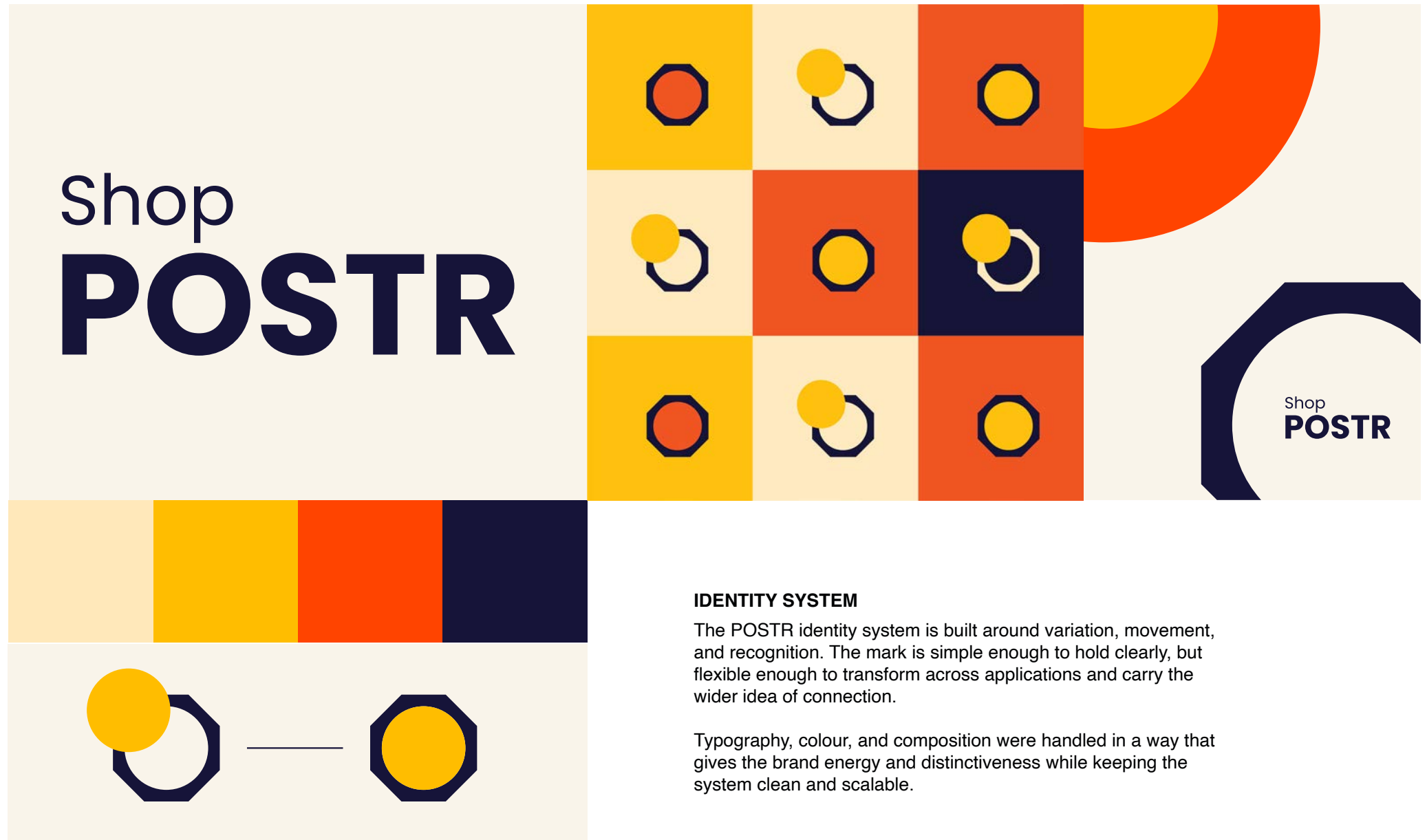


Logo Design
Shop POSTR (2023)

OVERVIEW

Shop POSTR was developed as more than a storefront. It was imagined as a platform that could support artists while also building a stronger bridge between art and audience. The identity needed to feel bold, memorable, and flexible enough to grow across print, digital, and community-facing touchpoints.

At the heart of the mark is a simple idea: an open octagon paired with a yellow circle. When art is purchased, the circle closes the void in the octagon. That movement reflects POSTR's mission of connection, helping artists and their audiences meet through meaningful exchange. The result is a system with both symbolic clarity and strong visual presence.



IDENTITY SYSTEM

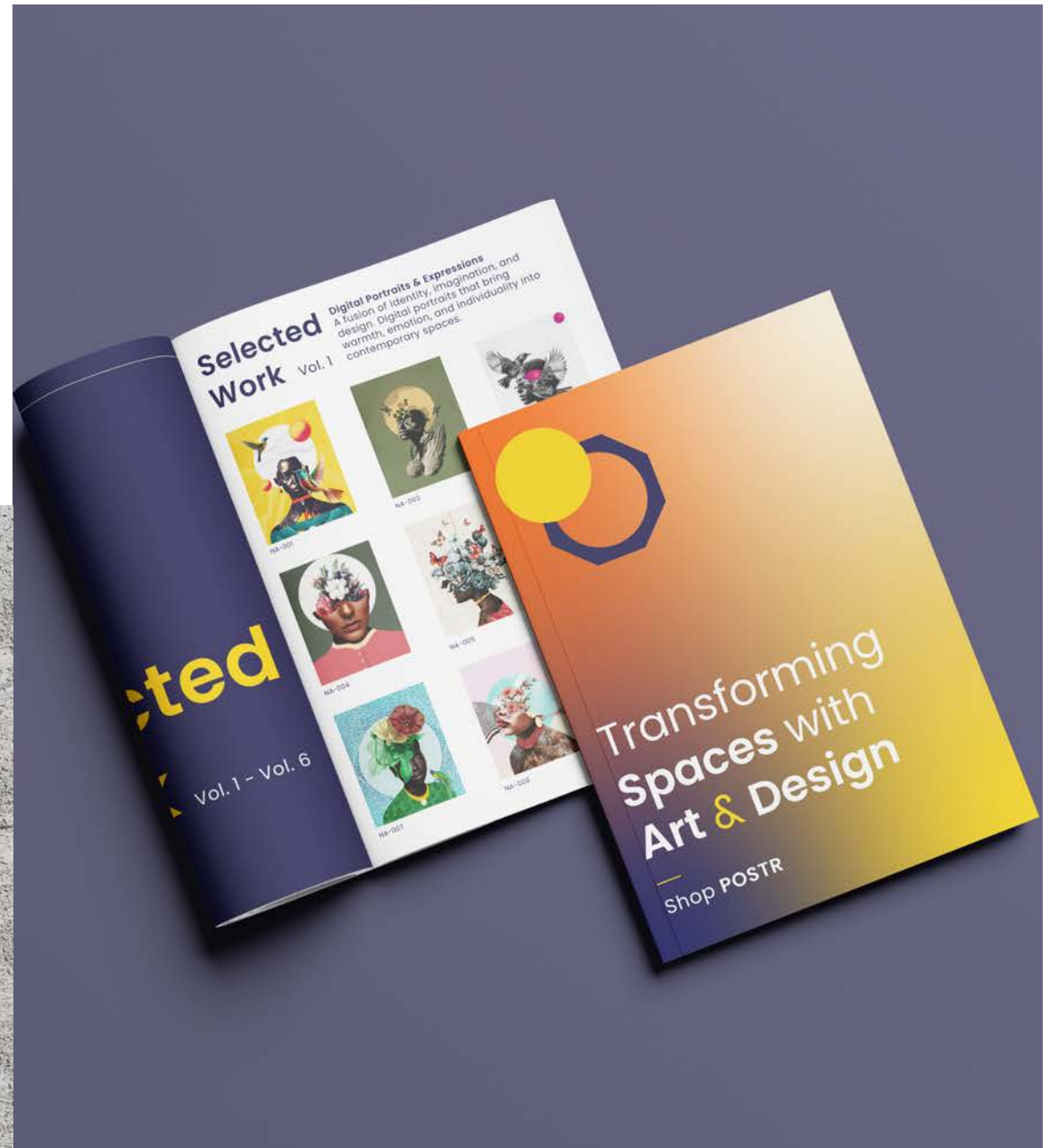
The POSTR identity system is built around variation, movement, and recognition. The mark is simple enough to hold clearly, but flexible enough to transform across applications and carry the wider idea of connection.

Typography, colour, and composition were handled in a way that gives the brand energy and distinctiveness while keeping the system clean and scalable.

APPLICATION

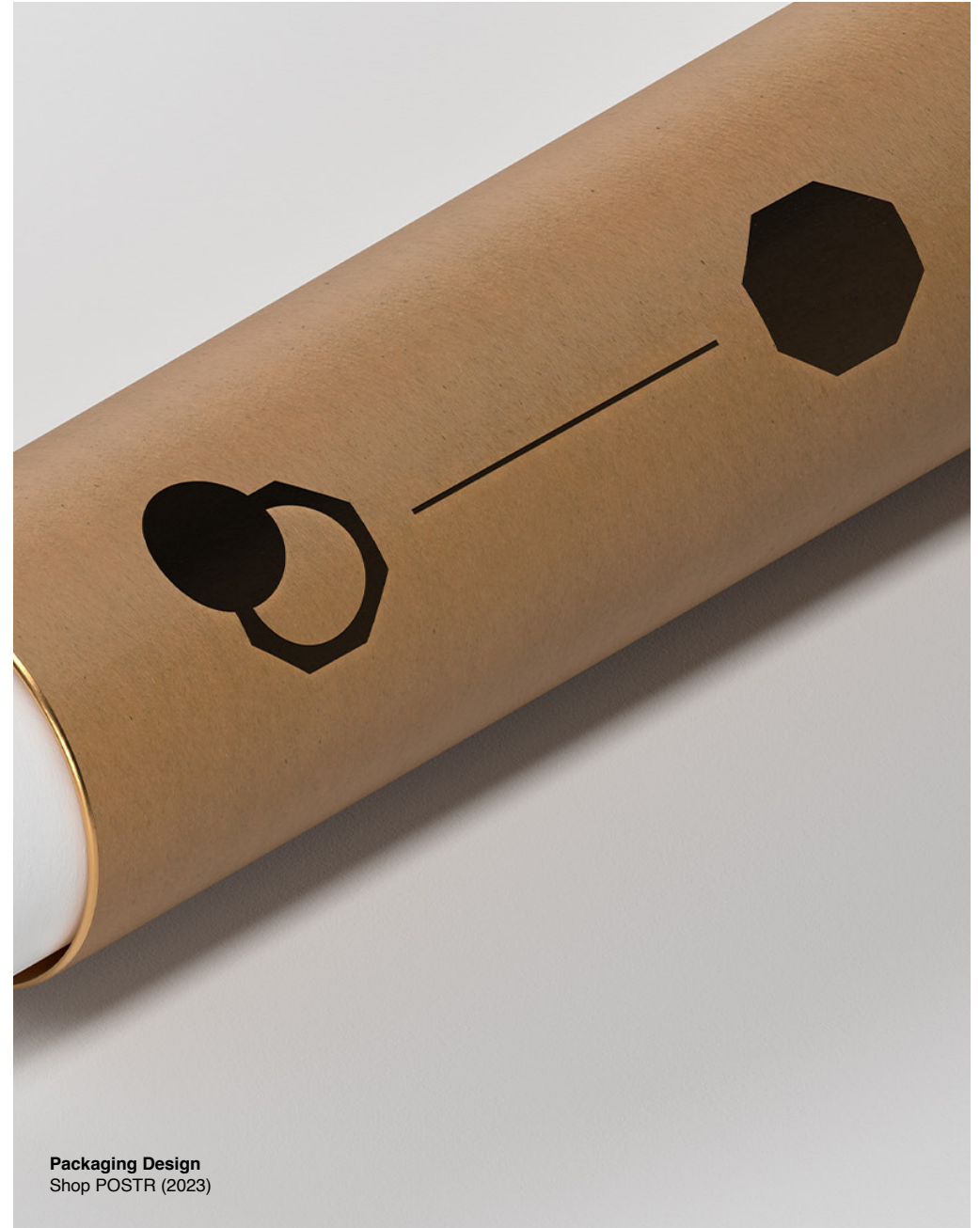
Once the identity was established, we extended it into the website and supporting applications so the full brand experience could feel unified. The digital direction needed to carry the same balance of clarity, personality, and intent that existed in the mark itself.

What emerged is a brand world that feels contemporary, purposeful, and designed to grow with the platform.





Mystery Box Campaign
Shop POSTR (2023)

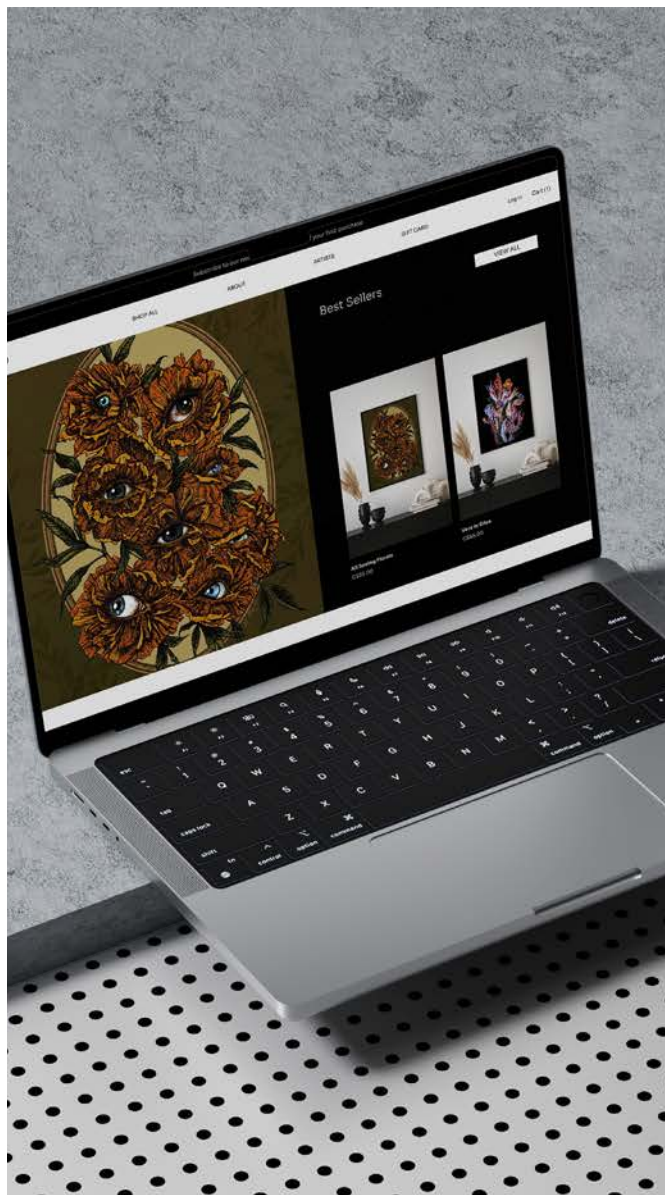


Packaging Design
Shop POSTR (2023)

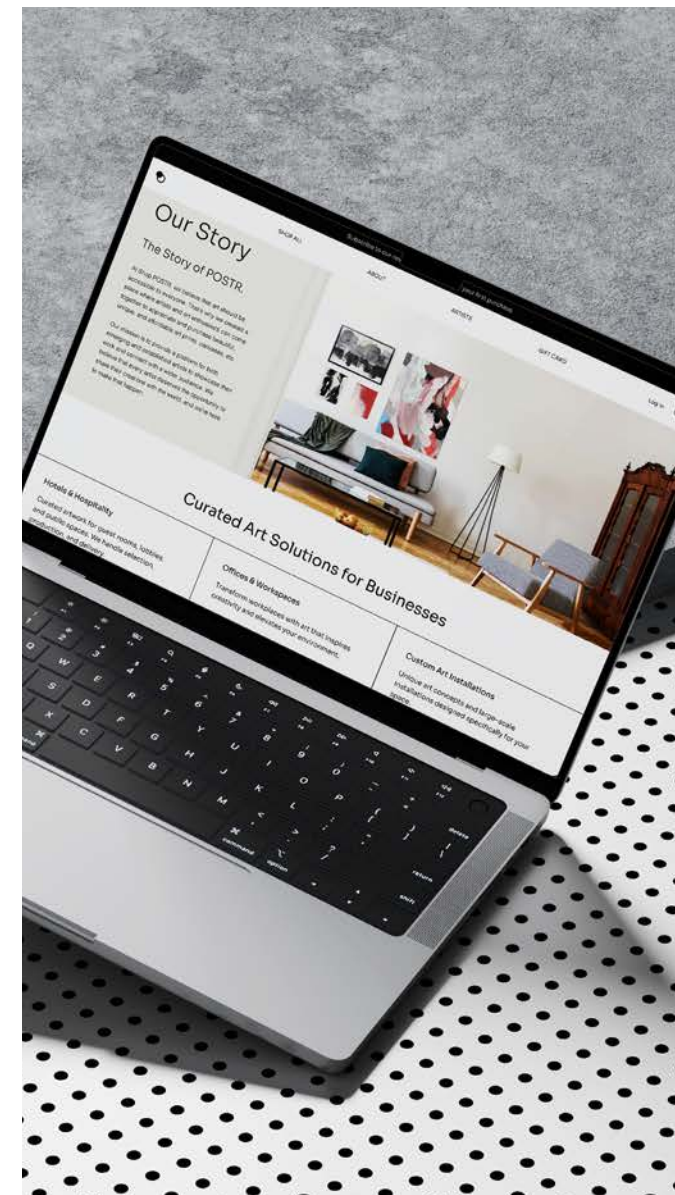
USER EXPERIENCE

The website was designed to carry the same clarity, energy, and sense of connection built into the identity itself. More than a storefront, it needed to feel like an extension of the brand's mission, creating a digital space where artists, artworks, and audience could meet more naturally.

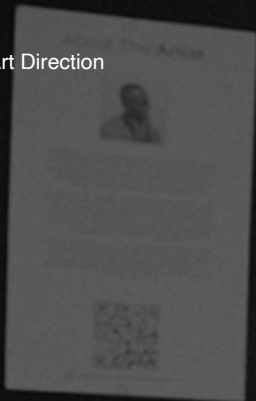
The result is a platform experience that feels clean, immersive, and aligned with the wider POSTR world, giving the brand a stronger presence across both story and commerce.



Website Design - Home
Shop POSTR (2023)



Website Design - About
Shop POSTR (2023)



CSNPEI - Community Champions

Role

Creative Direction
Exhibition Visual Development
Art Direction
Campaign Design
Print Design

Year

2025

Status

Completed



OVERVIEW

CSNPEI commissioned our studio to create a body of work that would celebrate and represent NGOs doing meaningful work across PEI. The challenge was to create pieces that felt visually compelling while also honoring the care, labor, and social impact behind each organization's work.

The project became a full-scale exhibition, with each piece developed to reflect a distinct story, value, or area of service. The result is a body of work that feels both celebratory and thoughtful, using symbolic visual language to make community impact visible.

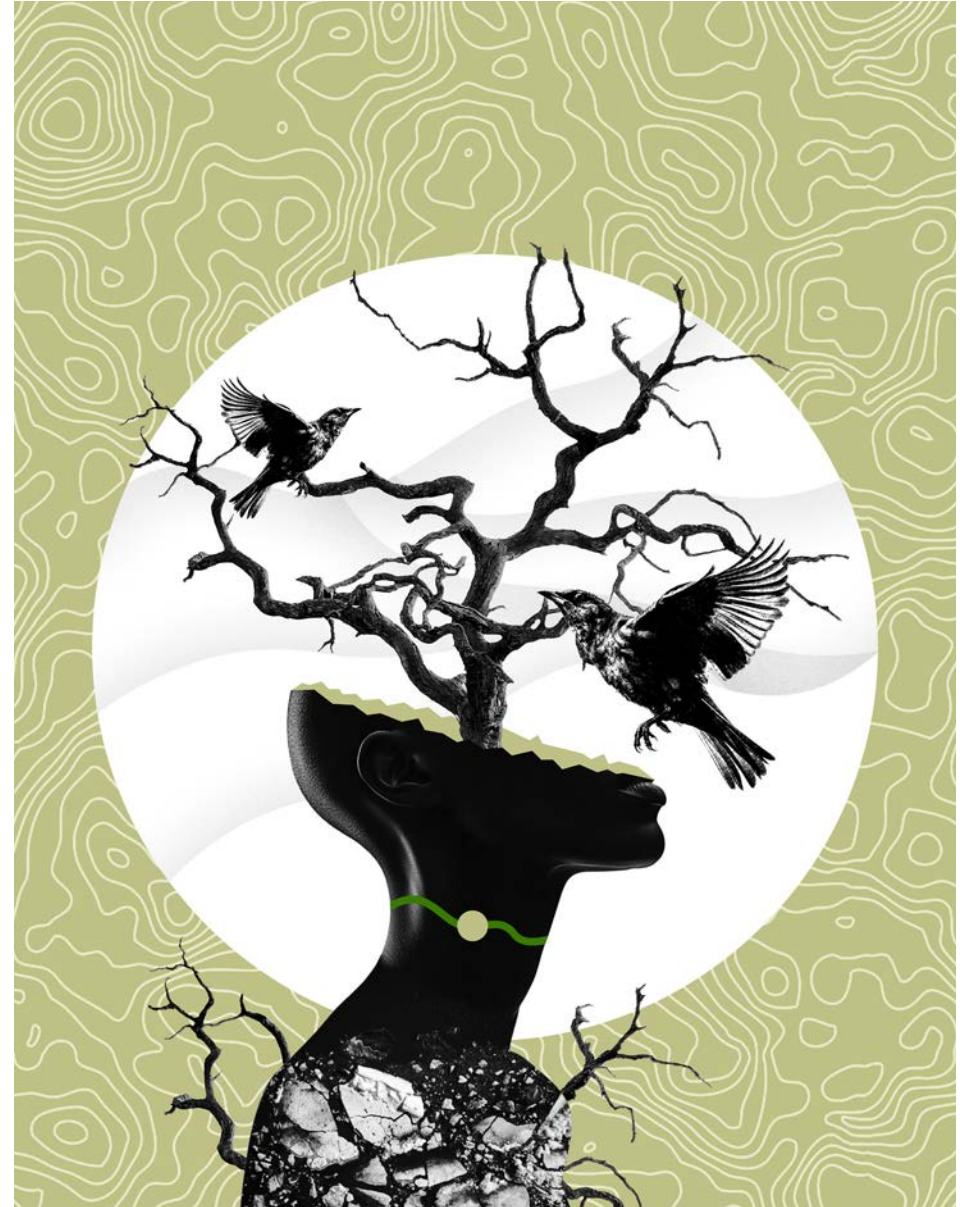
VISUAL LANGUAGE

The visual language was shaped through symbolism, composition, and narrative detail. Each work needed to stand on its own while also contributing to the larger tone of the exhibition.

The aim was to create images that could carry dignity, attention, and emotional presence without feeling overly literal.



Blooming House Women's Shelter
CSNPEI (2025)



ECOPEI
CSNPEI (2025)



PEI Fight for Affordable Housing
CSNPEI (2025)



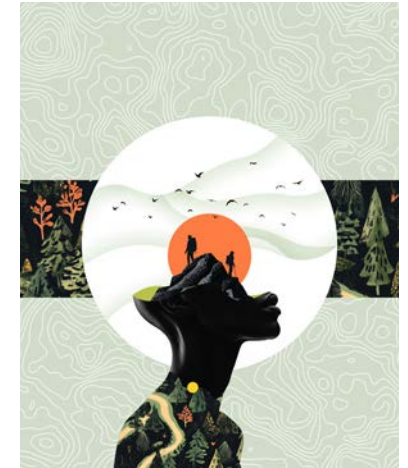
PEERS Alliance
CSNPEI (2025)



Blooming House Women's Shelter
CSNPEI (2025)



Société acadienne et francophone de l'île
CSNPEI (2025)



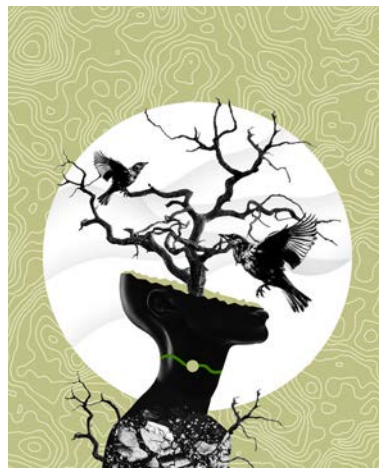
Island Trails
CSNPEI (2025)



The King's Playhouse
CSNPEI (2025)



Meals on Wheels PEI
CSNPEI (2025)



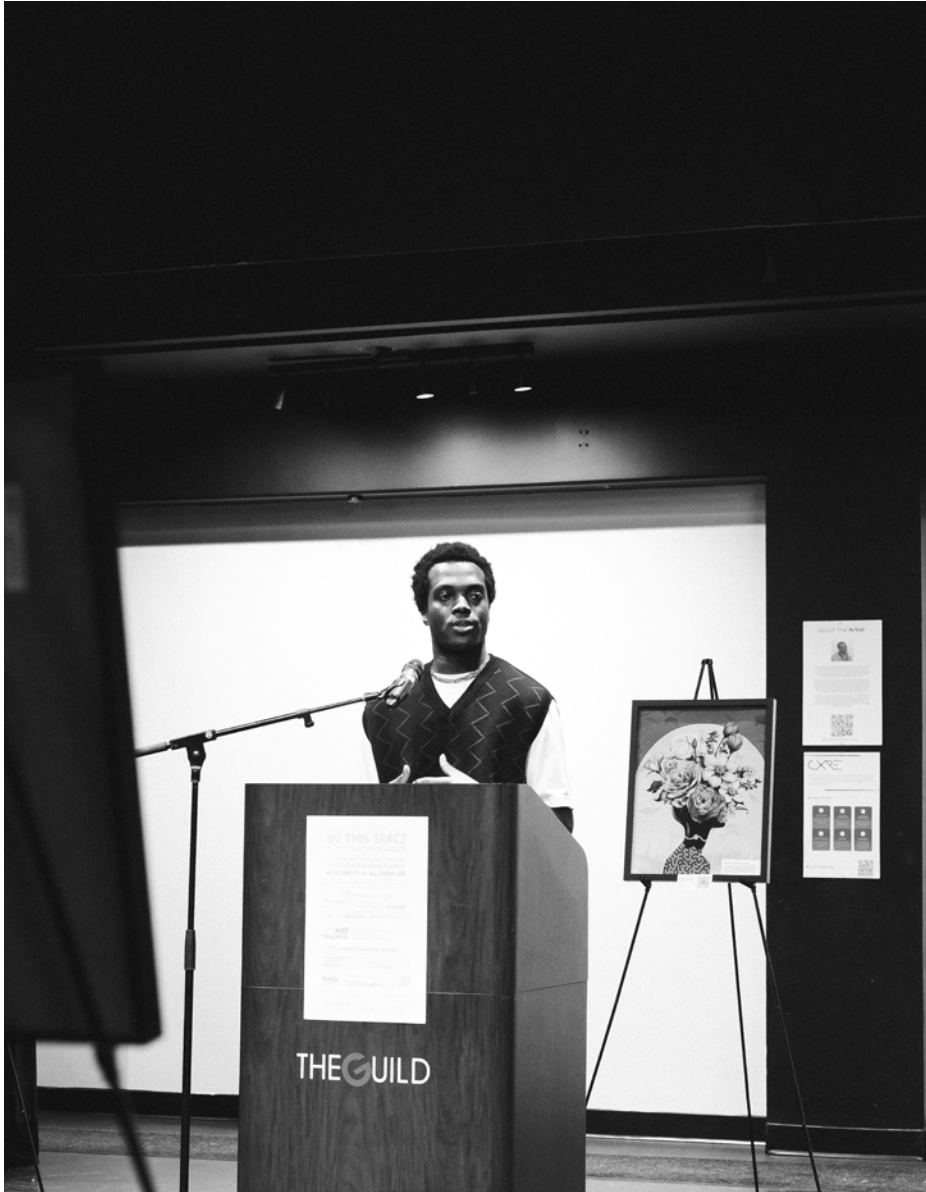
ECOPEI
CSNPEI (2025)



Camp Gencheff
CSNPEI (2025)



Special Olympics PEI
CSNPEI (2025)



Community Champions - Opening Speech
CSNPEI (2025)



Community Champions Exhibition
CSNPEI (2025)



ZINO Consulting

Role
Brand Identity
Visual System Design
Typography Direction
Brand Applications

Year
2024
Status
Completed



Logo Design
ZINO Consulting (2024)

OVERVIEW

ZINO Consulting needed a brand identity that could feel trustworthy and professional without disappearing into the visual sameness that defines much of the accounting world. The goal was to create a mark and system that could help the business stand out while still feeling composed and credible.

The final direction balances clarity and distinction, giving ZINO a stronger presence and a visual language that feels more memorable, confident, and ownable.

IDENTITY SYSTEM

The identity system was built to feel simple, sharp, and dependable. The mark carries enough uniqueness to differentiate the brand, while the wider system supports a tone of confidence and professionalism.

The result is a visual foundation that feels clean and recognizable without relying on excess.



Icon Design
ZINO Consulting (2024)



Business Card Design
ZINO Consulting (2024)



Pattern Design
ZINO Consulting (2024)



Brochure Design
ZINO Consulting (2024)



Objects & Industrial Design

Featured Clients/Work

Entry Column

ANSM Award Design

Still In Play

SOL-1

CXRE ID Dept.

Year

2024 - Present

Pages

035 - 056

This section brings together object-led experiments, industrial design concepts, public art proposals, and early prototypes developed through CXRE Labs. Across each project, the interest remains the same: using form to solve, respond, or reframe. Some of these works are practical. Some are speculative. All of them reflect an ongoing curiosity about how design can move between utility, atmosphere, sculpture, and experience.

Entry Column: CXRE-ID-CE01

Role
Industrial Design
Concept Development
Product Visualization
Spatial Thinking
Object Design

Year
2026

Status
Unreleased





OVERVIEW

Entry Column began with a simple observation. In rainy cities, the moment of arrival is often accompanied by a wet umbrella, and the object designed to hold it is usually treated as an afterthought. The project set out to challenge that, asking what it might look like to approach the umbrella stand as a considered object rather than a purely functional accessory.

Developed through CXRE Labs, Entry Column proposes a solution that feels both useful and composed. It brings together storage, presence, and spatial awareness in a single vertical form, turning a familiar need into an opportunity for design.

FORM

The object was shaped with restraint in mind. Its silhouette, openings, and proportions were treated not only as functional decisions, but as part of the overall atmosphere the piece creates in a space.

The result is a design language that feels calm, sculptural, and intentional, allowing the object to hold its own without demanding too much attention.



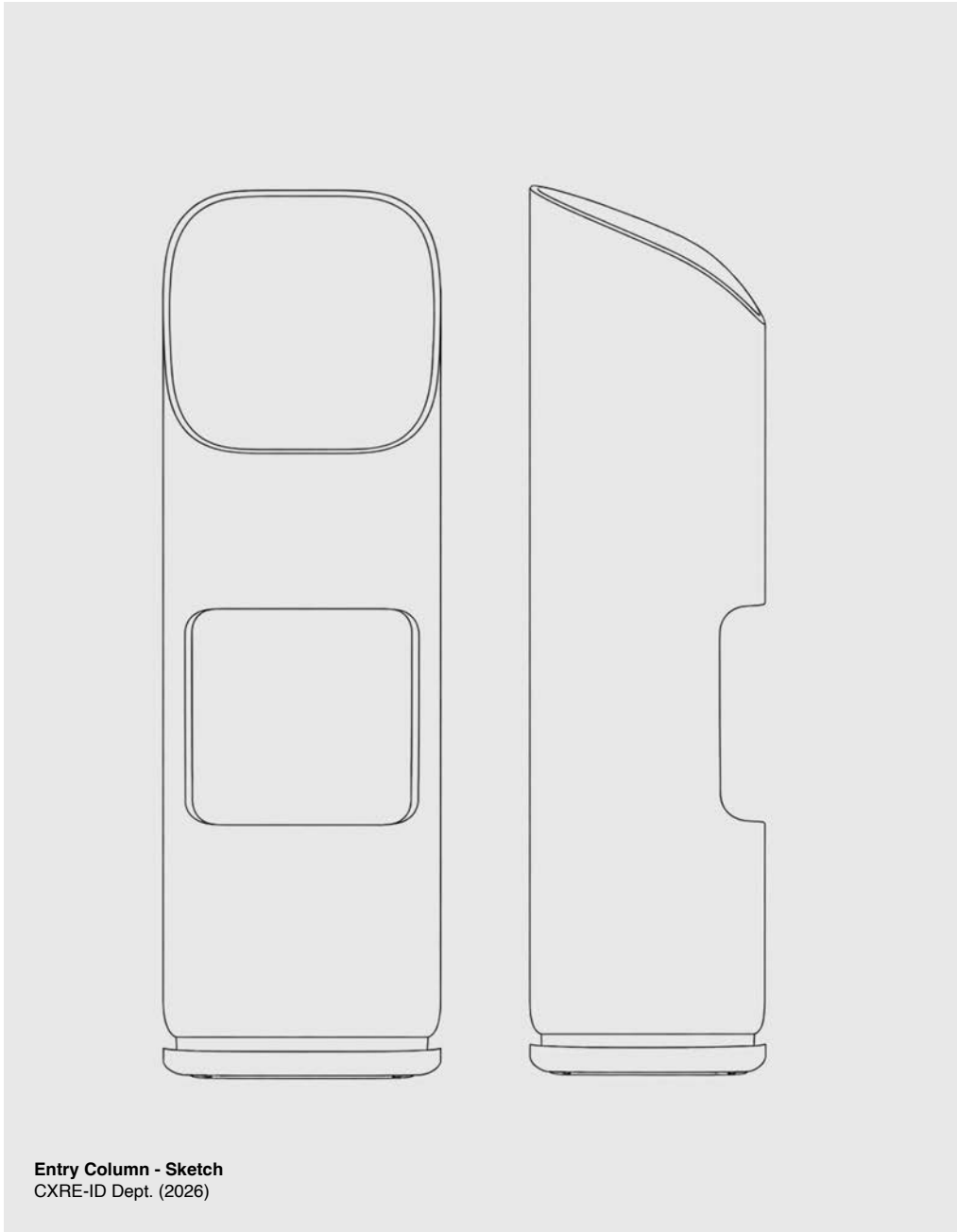
Umbrella Chamber
CXRE-ID Dept. (2026)

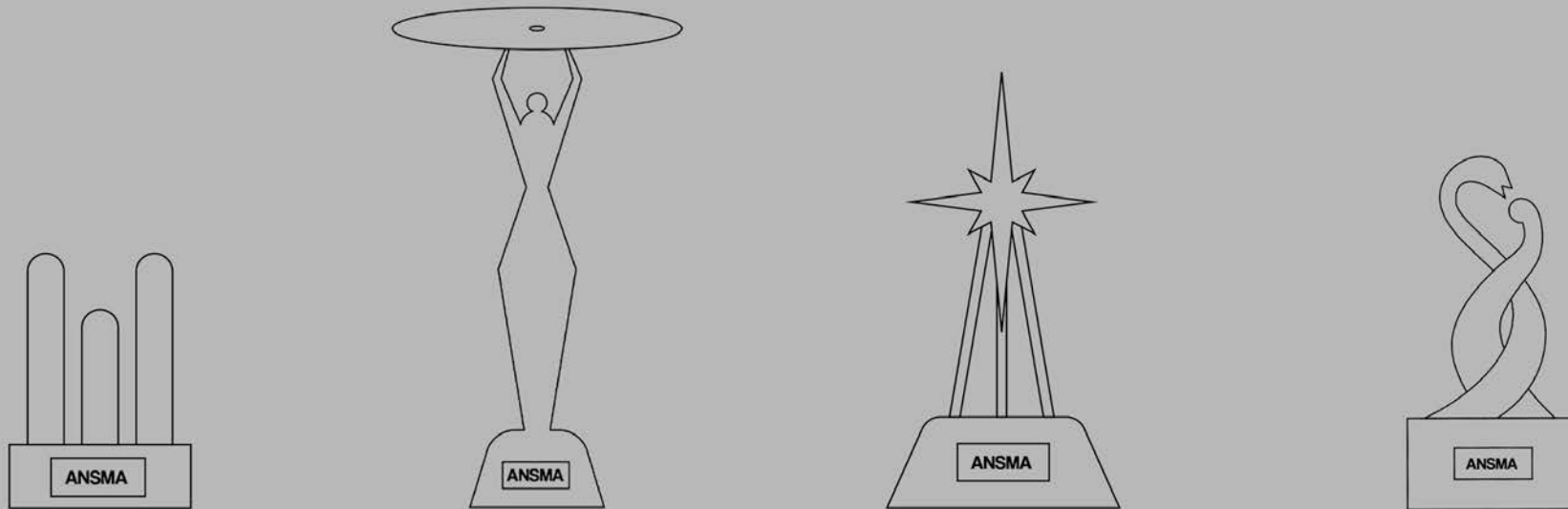


Water Tray
CXRE-ID Dept. (2026)



Entry Column
CXRE-ID Dept. (2026)





ANSMA - Award Design

Role

Award Design
Concept Development
3D Visualization
Form Development
Manufacturing Direction

Year

2025 - Present

Status

Confidential / In Development



OVERVIEW

ANSMA approached our studio to design an award that would feel distinctive, meaningful, and worthy of the recognition it represents. From the beginning, the intention was to create something with more presence than a standard trophy, something that could hold symbolism, ceremony, and visual strength in one object.

The project is currently moving through development and manufacturing. Because the final design is being kept private, this section focuses on early sketches, exploratory forms, and protected glimpses of the evolving piece rather than the final outcome in full.

DEVELOPMENT

The design process centered on silhouette, symbolism, and physical presence. We explored different directions in search of a form that could feel both contemporary and lasting, with enough visual clarity to stand apart while still feeling appropriate to the occasion it is meant to serve.

Each stage of development was treated carefully, with close attention paid to proportion, balance, and how the object would feel when encountered in person.



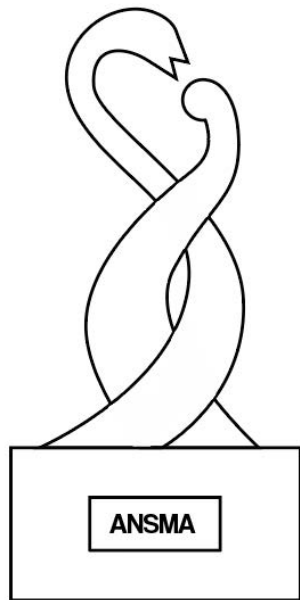
Award Design Concept - 01
ANSMA (2025)



Award Design Concept - 03
ANSMA (2025)



Award Design Concept - 04
ANSMA (2025)



Award Design Concept - 05: Sketch
ANSMA (2025)



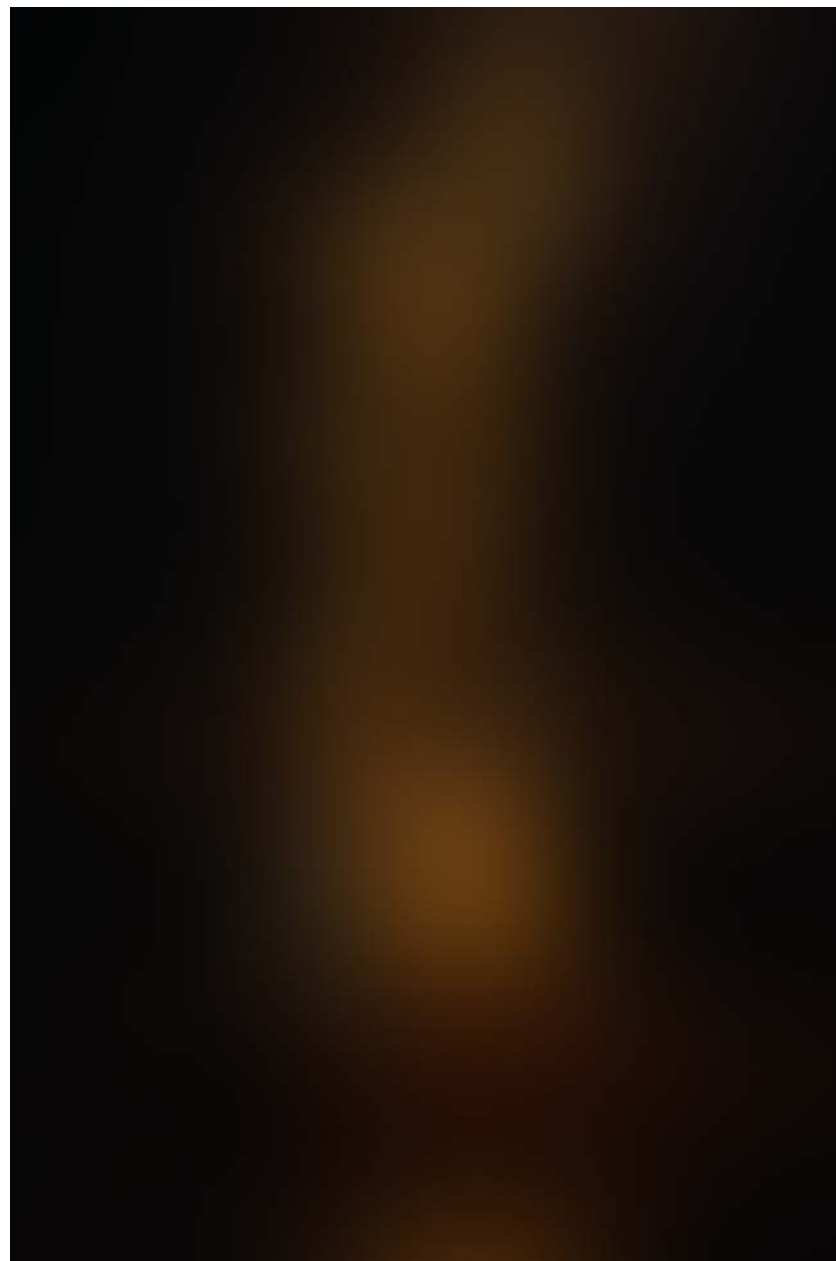
Award Design Concept - 05
ANSMA (2025)

SELECTED AWARD

The selected award signifies growth, heritage, and connection to the land, while also honoring the deep cultural foundations from which African Nova Scotian music continues to flourish. The design embodies the idea that all creative achievements grow from strong roots and collective history.

The final form will remain partially obscured here until the award is publicly released.

Award Design Concept - 02
ANSMA (2025)

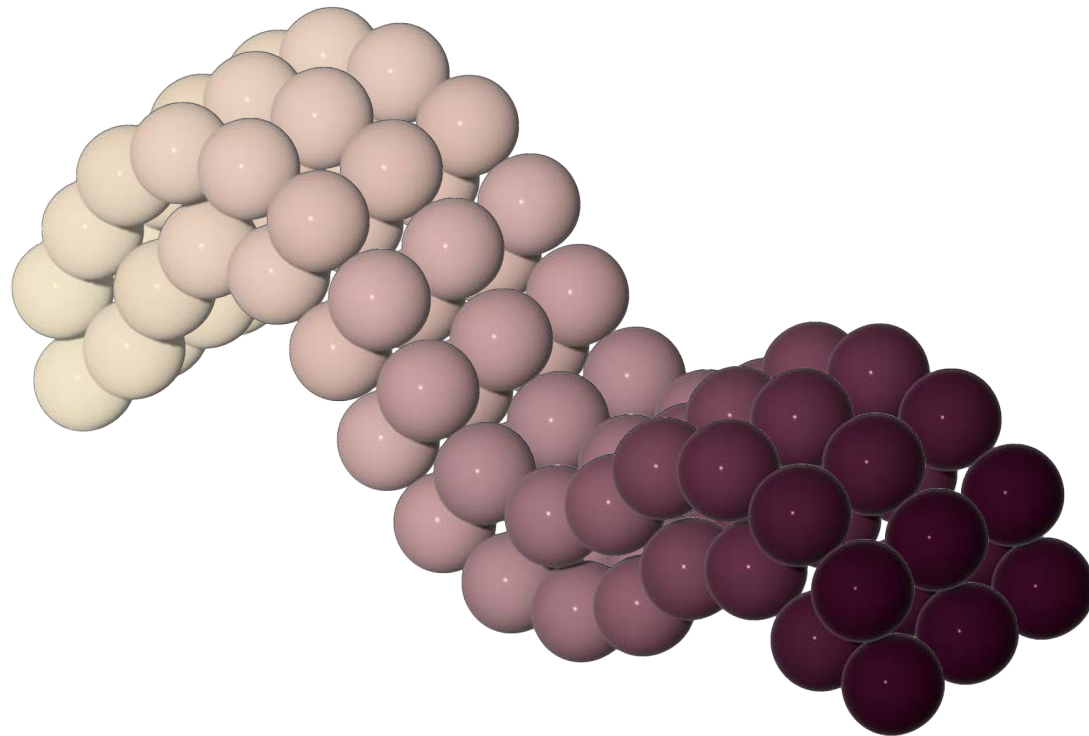


Waterfront Toronto - Still In Play

Role
Public Art Concept
Creative Direction
Spatial Concept Development
Installation Design
Pitch Development

Year
2026

Status
Concept Proposal

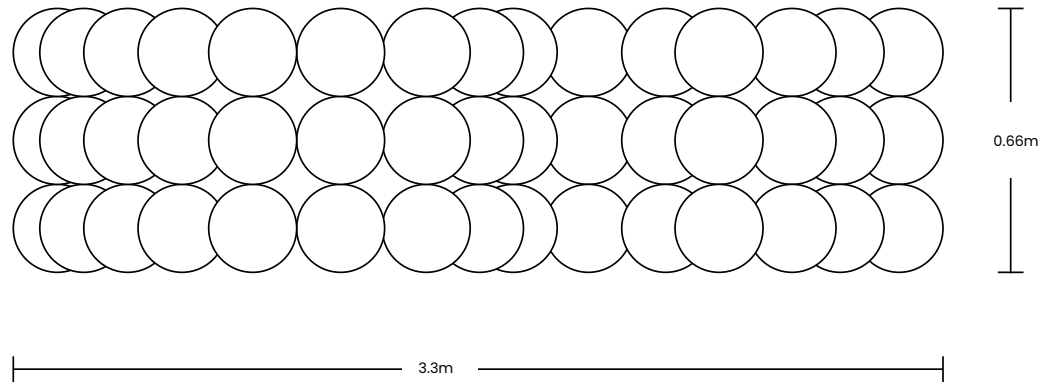


Still In Play Render
Waterfront Toronto - Pitch (2026)

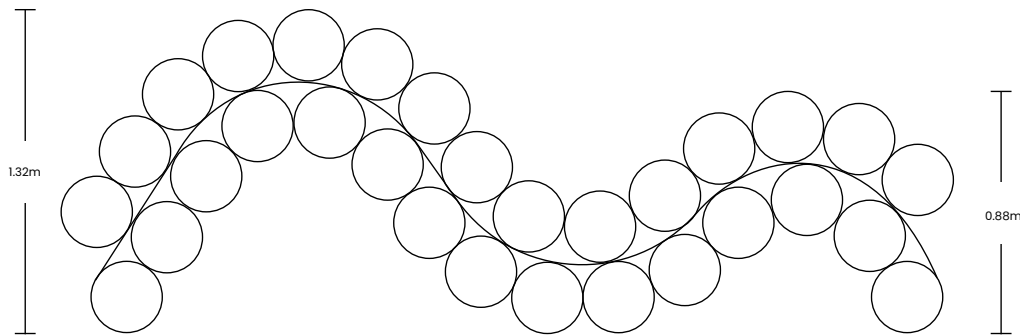
OVERVIEW

Still In Play was developed as a pitch for Waterfront Toronto in response to the energy and visibility surrounding the World Cup. The concept centered on ninety used soccer balls, arranged in a wave-like structure that tied the language of sport to the movement and history of water.

What made the proposal compelling was not only the reference to football, but the way it sought to transform familiar materials into a sculptural gesture with place-specific meaning. It treated the public work not as decoration, but as an invitation to connect memory, movement, and location.



Still In Play - Top View
Waterfront Toronto - Pitch (2026)

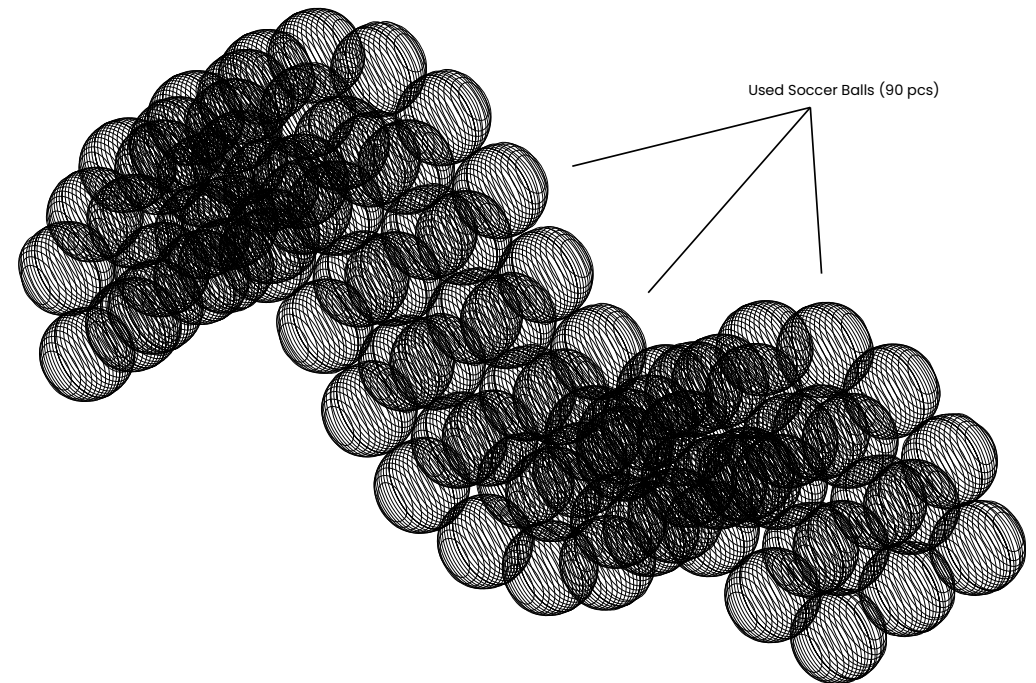


Still In Play - Side View
Waterfront Toronto - Pitch (2026)

CONCEPT

The use of repurposed soccer balls gave the project both texture and narrative. The wave formation became a way to link the spirit of play to the waterfront itself, creating a form that felt dynamic, communal, and rooted in context.

The concept was designed to carry energy from a global event while still belonging specifically to the site.



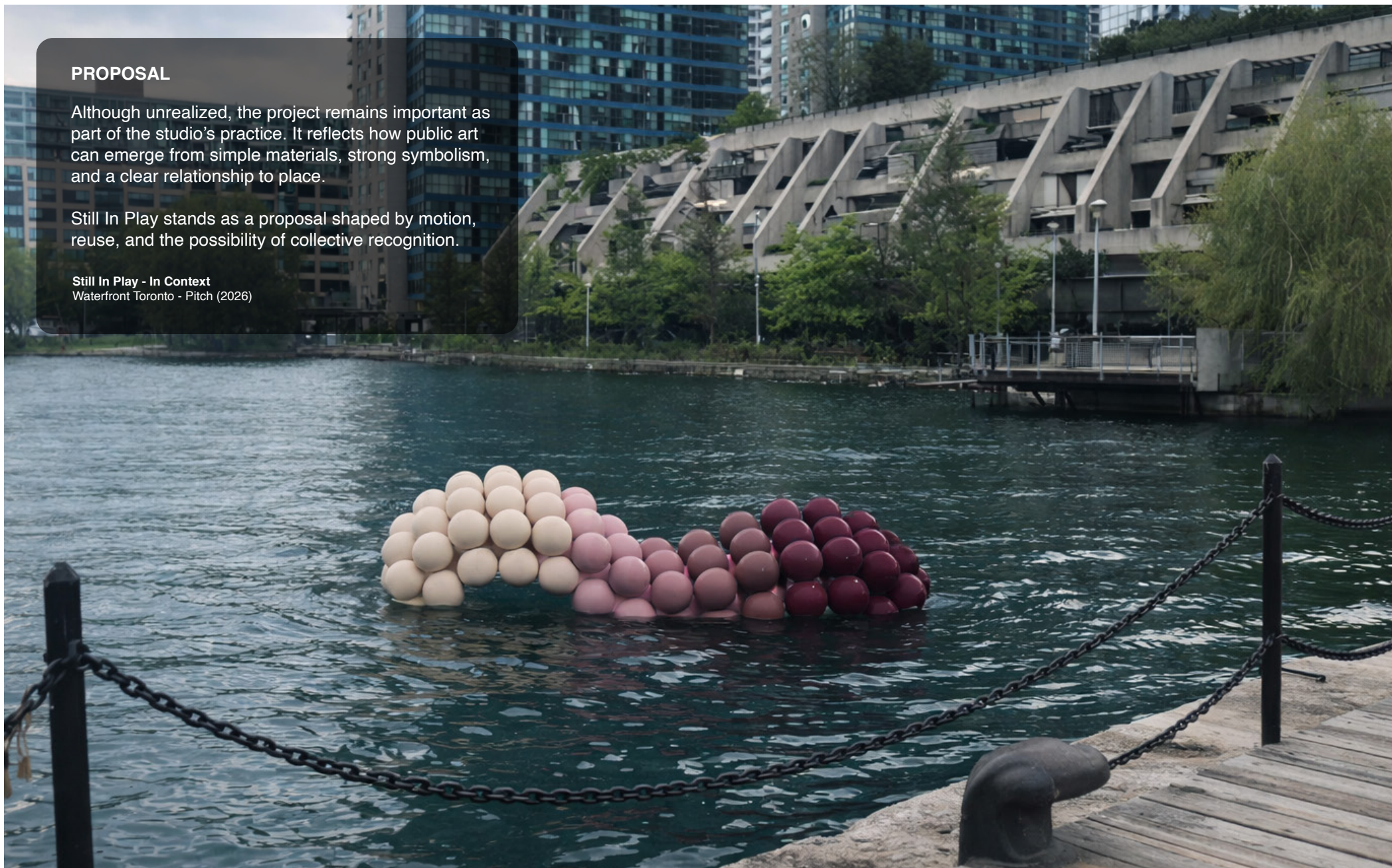
Still In Play
Waterfront Toronto - Pitch (2026)

PROPOSAL

Although unrealized, the project remains important as part of the studio's practice. It reflects how public art can emerge from simple materials, strong symbolism, and a clear relationship to place.

Still In Play stands as a proposal shaped by motion, reuse, and the possibility of collective recognition.

Still In Play - In Context
Waterfront Toronto - Pitch (2026)



Kinetic Sculpture Residency: SOL-1

Role
Creative Direction
Prototype Development
Kinetic Sculpture Design
Research and Development
Art, Design, and Engineering

Year
2025 - Present

Status
Ongoing

SOL-1

OVERVIEW

SOL-1 is the first prototype being developed through our kinetic sculptural residency. It sits at the intersection of art, design, and engineering, and marks the beginning of a larger exploration into responsive systems, presence, motion, and what it means for an object to feel alive.

Rather than beginning with a finished sculpture, the process began with a question. What are the minimum conditions needed for a non-living form to suggest life, rhythm, or emotional presence? SOL-1 is the first attempt at answering that through prototype logic, movement, light, and interaction.

PROTOTYPE LOGIC

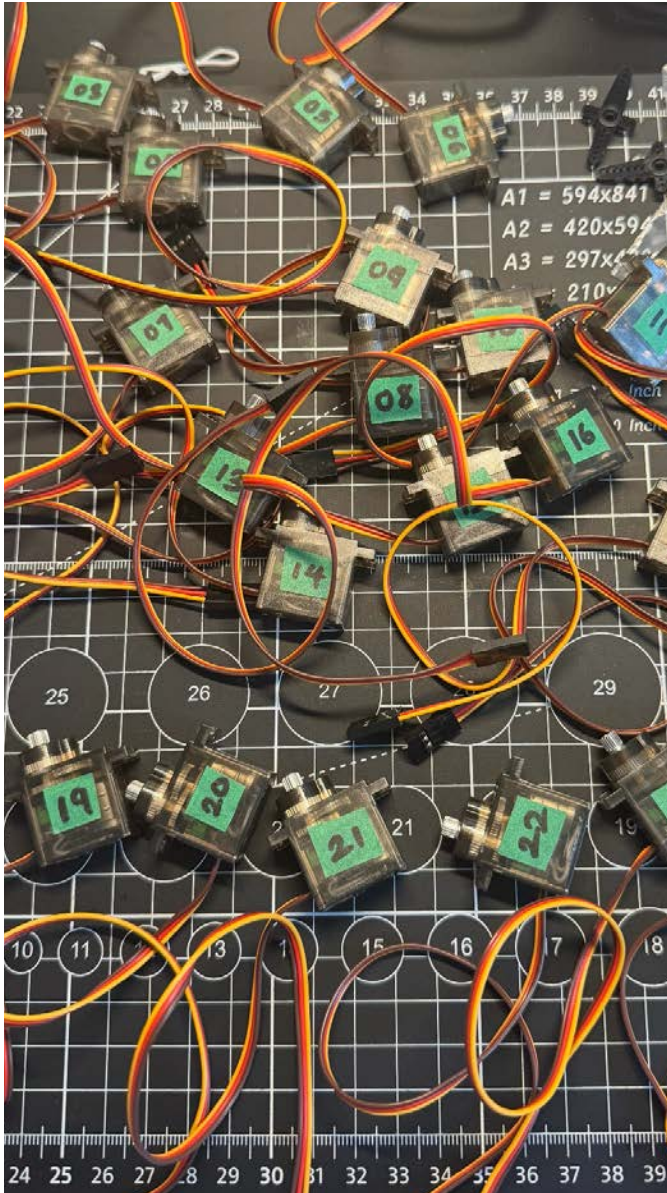
The system behind SOL-1 is as important as its physical form. Motion, behavior, and responsiveness are being considered not only as technical functions, but as expressive qualities that shape how the object is experienced.

This stage of the work is focused on testing how small gestures, states, and reactions can begin to create the impression of a contained living presence.

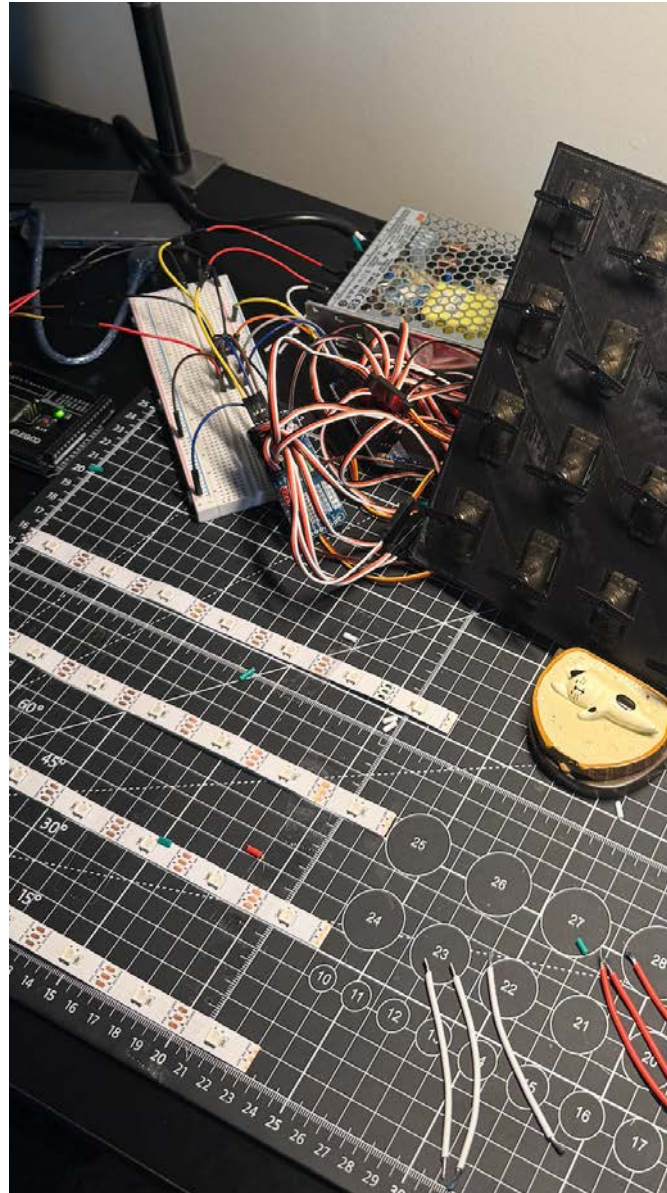
IN DEVELOPMENT

SOL-1 remains an active prototype. Its value lies not in polish, but in what it makes possible. It is a research object, a sculptural test, and a first step toward a wider body of work that will continue to blur the boundaries between organism, machine, and artwork.

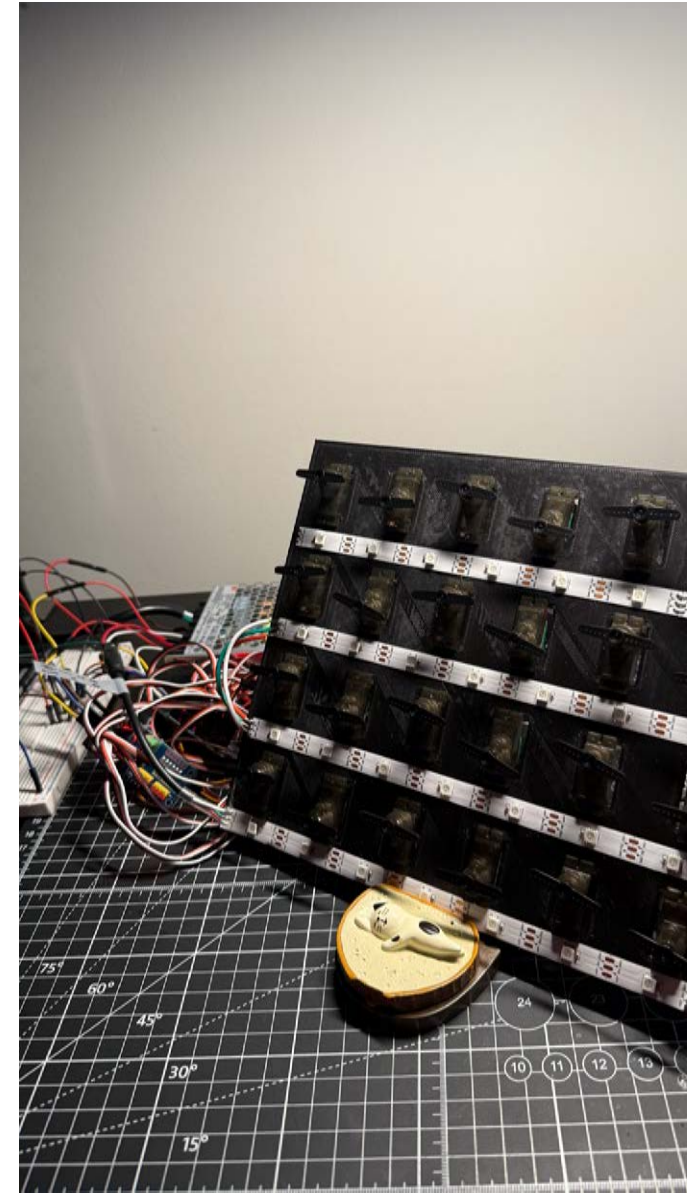
This research forms part of an ongoing project supported by the Canada Council for the Arts.



Servo Assembly
Kinetic Sculpture Residency (2026)



LED Assembly
Kinetic Sculpture Residency (2026)



SOL-1 Prototype
Kinetic Sculpture Residency (2026)

CXRE-ID Dept.

Role
Industrial Design
Product Concept Development
Home Decor Design
Object Visualization
Design Research

Year
2024 - Present

Status
In Development



Icon Design
CXRE Labs (2023)

OVERVIEW

The CXRE ID Department exists as a space within the studio to explore industrial design, home decor, and object-based ideas that respond to everyday living. It is where utility, atmosphere, and visual language begin to overlap, allowing us to think through products not just as things to use, but as things that shape how a space feels.

This body of work is still unfolding, but the intention is clear: to design objects and solutions that feel thoughtful, resolved, and visually grounded, while remaining open to experimentation.

OBJECT LANGUAGE

Across the department, the focus is on form that feels deliberate and useful without becoming generic. Materials, silhouette, proportion, and mood all play a role in shaping the direction of the work.

What ties these explorations together is a shared interest in clarity, restraint, and the possibility of making everyday objects feel more considered.



Flower Vase CE02 - In Context
CXRE-ID Dept. (2026)



Flower Vase CE02 - Close Up
CXRE-ID Dept. (2026)



Flower Vase CE02
CXRE-ID Dept. (2026)



Lamp & Sculptural Object PR03
CXRE-ID Dept. (2025)



Lamp & Sculptural Object PR03 - Full Assembly
CXRE-ID Dept. (2025)

SELECTED WORKS

As this part of the studio continues to grow, the work will expand across home decor, furniture, and product concepts that bring practical needs into conversation with stronger visual identity.



Flower Vase CE02-C2
CXRE-ID Dept. (2026)



Desk Organizer C2
CXRE-ID Dept. (2024)



Flower Vase CE02-C3
CXRE-ID Dept. (2026)



Desk Organizer C2
CXRE-ID Dept. (2024)



Flower Vase CE02-C4
CXRE-ID Dept. (2026)



Desk Organizer C1
CXRE-ID Dept. (2024)

Graphic Design & Illustrations

Featured Clients/Work

The Game Awards
Purolator
Harvard Business Review
PEERS Alliance

Year

2022 - 2025

Pages

057 - 074

This section brings together selected illustration, editorial, and concept-led visual work developed for brands, publications, and cultural platforms. Across each project, the goal was not simply to decorate or explain, but to build images that could hold meaning, mood, and message at once. Some works are rooted in narrative. Others lean more symbolic. All of them reflect an interest in visual storytelling that feels thoughtful, memorable, and emotionally clear.



The Game Awards

Role
Illustration
Concept Development
Artwork Design
Visual Storytelling

Year
2023
Status
Completed



OVERVIEW

Emerge was created for **The Game Awards** Future Class as a visual response to the spirit of emerging talent. The piece needed to feel hopeful and striking while still carrying a sense of depth. Rather than approaching it as a promotional visual alone, I wanted the work to hold a stronger symbolic life, something that could speak to growth, visibility, and becoming.

The final image places a central figure within a world of flowers and butterflies, using transformation and blossoming as a way to reflect the energy of the Future Class itself. It is a work about potential, but also about recognition, and the importance of making space for new voices to be seen.



Emerge V1
The Game Awards (2023)



Emerge V2
The Game Awards (2023)

SYMBOLISM

The figure at the center stands as a reflection of range, representation, and possibility. The flowers suggest growth, fertile thinking, and the unfolding of creative ideas, while the butterflies point toward transformation and the evolving journey of each selected talent.

Together, these elements create a visual language that feels uplifting without losing its sense of intention.

Website Banner Design
The Game Awards (2023)



THE GAME AWARDS





Purolator Inc.

Role
Illustration
Packaging Artwork
Concept Development
Campaign Visual Design

Year
2022

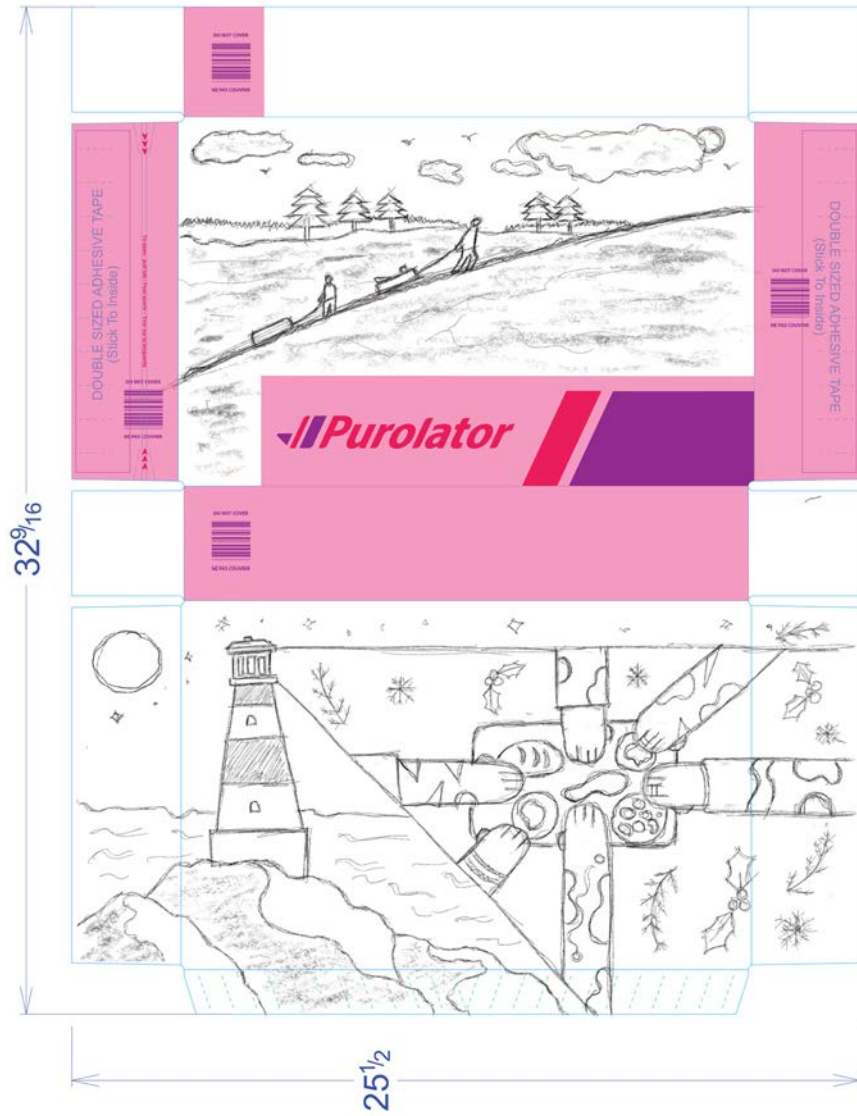
Status
Completed



OVERVIEW

Purolator invited CXRE Labs to design a box cover that could capture the spirit of family traditions, togetherness, and shared holiday meals. The challenge was to create something warm and memorable while grounding it in imagery that felt locally meaningful and emotionally familiar.

The final direction brought together lighthouses, dunes, and PEI references to create a visual that felt nostalgic without becoming overly sentimental. It allowed the packaging to carry both the warmth of the season and a real connection to place.



Holiday Box Artwork - Sketch
Purolator Inc. (2022)



Holiday Box Artwork - Final Render
Purolator Inc. (2022)

OUTCOME

The final design successfully blended holiday warmth with local imagery, creating a memorable and heartwarming visual experience. The lighthouse and PEI's natural beauty evoked a sense of nostalgia, while the family-oriented theme brought a personal touch to the project. The design not only represented the spirit of the holidays but also strengthened Purolator's connection to the community by showcasing a familiar, beloved locale.

Holiday Box
Purolator Inc. (2022)



Harvard Business Review

Role
Editorial Illustration
Concept Development
Visual Storytelling

Year
2022 - 2025

Status
Completed



Harvard Business Review

OVERVIEW

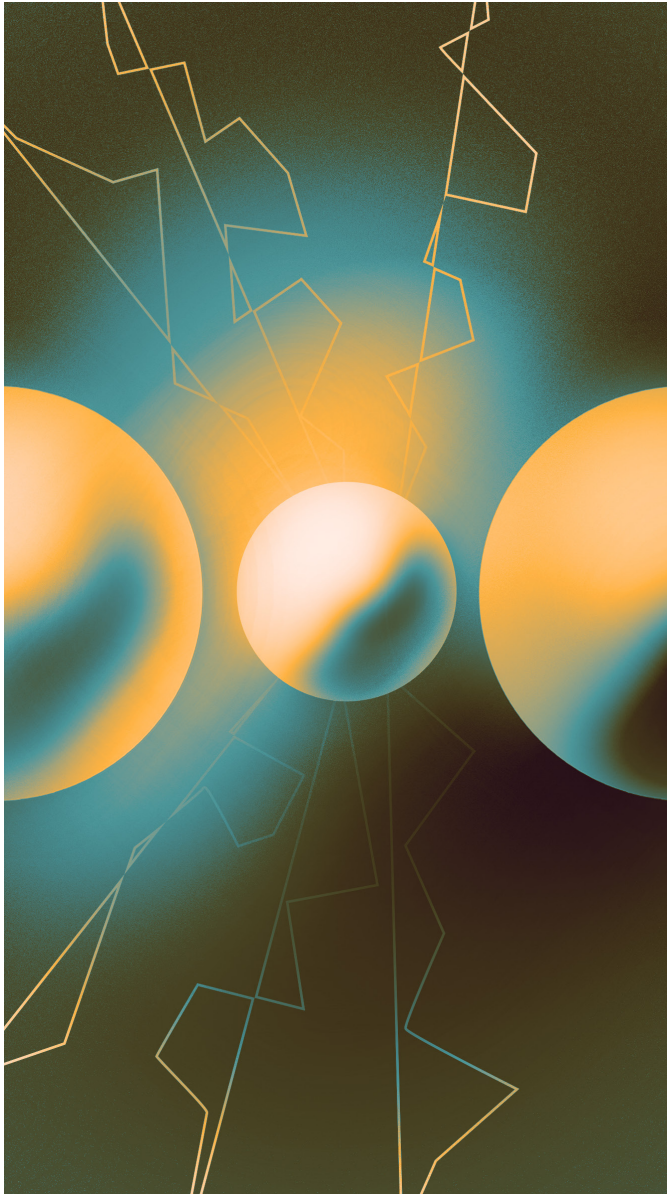
Harvard Business Review approached CXRE Labs to create illustrations for The Anti-Racist Leader, a piece centered on CEOs fostering diversity, equity, and inclusion. The challenge was to communicate the ideas of unity and inclusivity without defaulting to literal representation or visual cliché.

The response was to build a more nuanced illustration language using silhouettes, abstraction, intersecting forms, and layered colour. The work needed to feel sophisticated enough for HBR's tone while still carrying emotional clarity and conceptual depth.

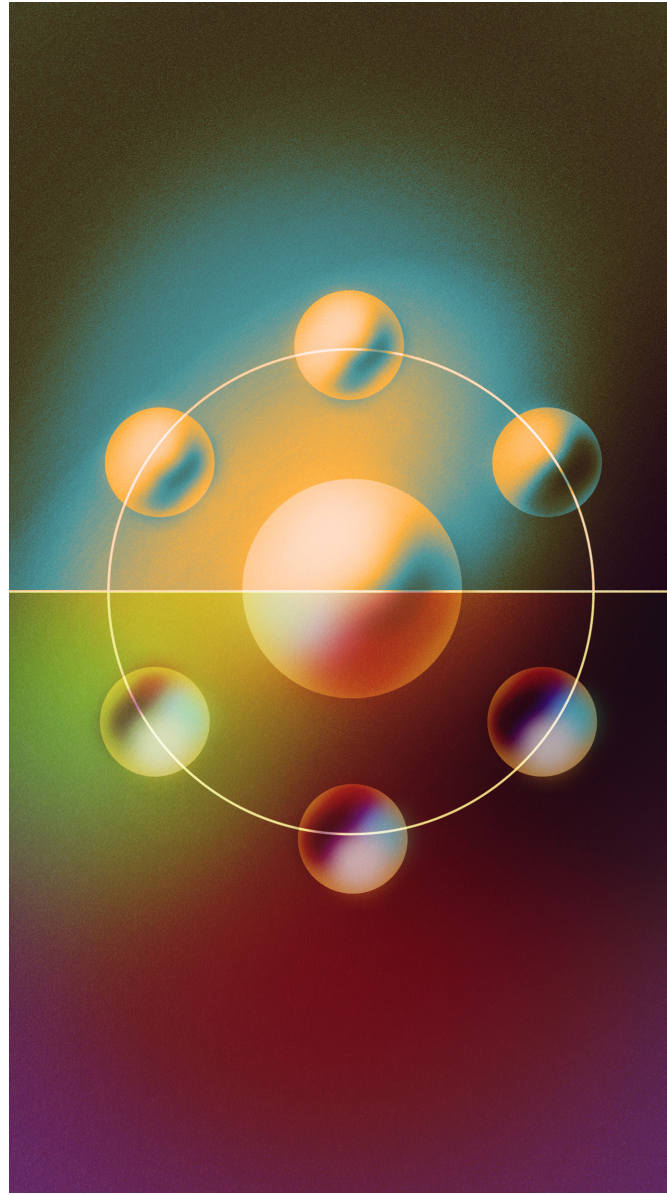
ILLUSTRATION SYSTEM

The illustrations were built through reduction rather than excess. Silhouettes, shapes, and overlapping colour relationships became a way to suggest complexity, connection, and shared space without needing to overstate the message.

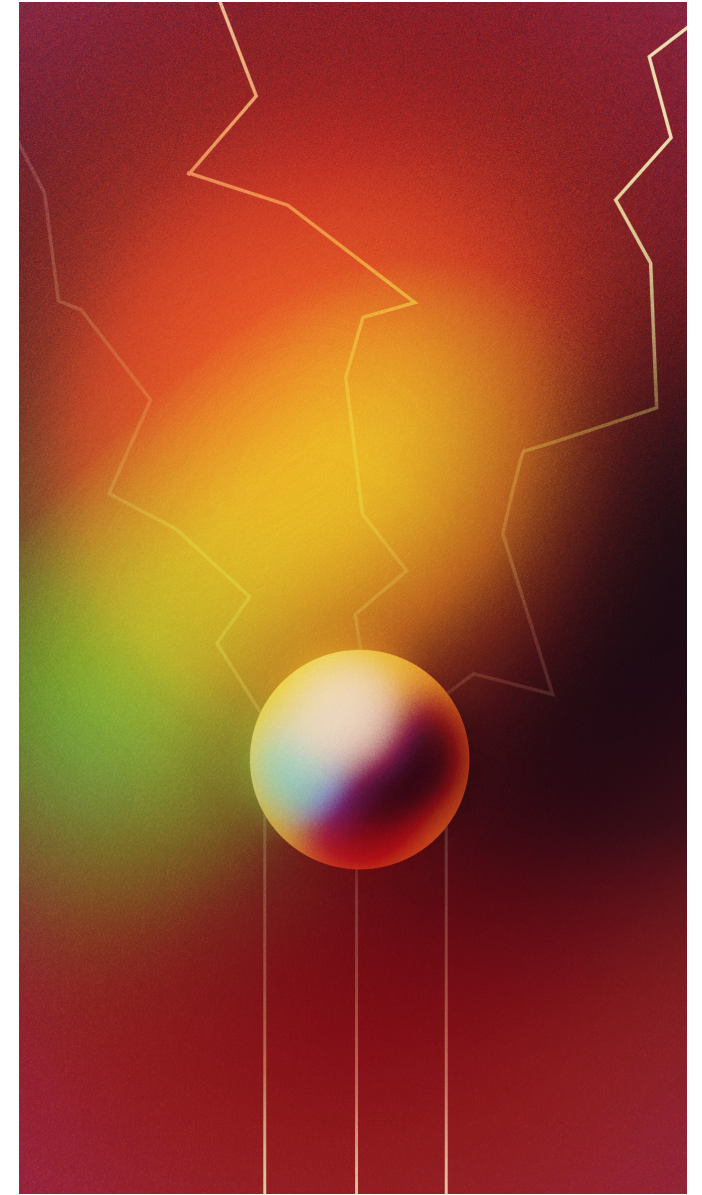
This allowed the work to remain thoughtful and open, giving the visuals room to resonate beyond a single literal reading.



Innovation Strategy
Harvard Business Review (2023)



Hybrid Work
Harvard Business Review (2023)



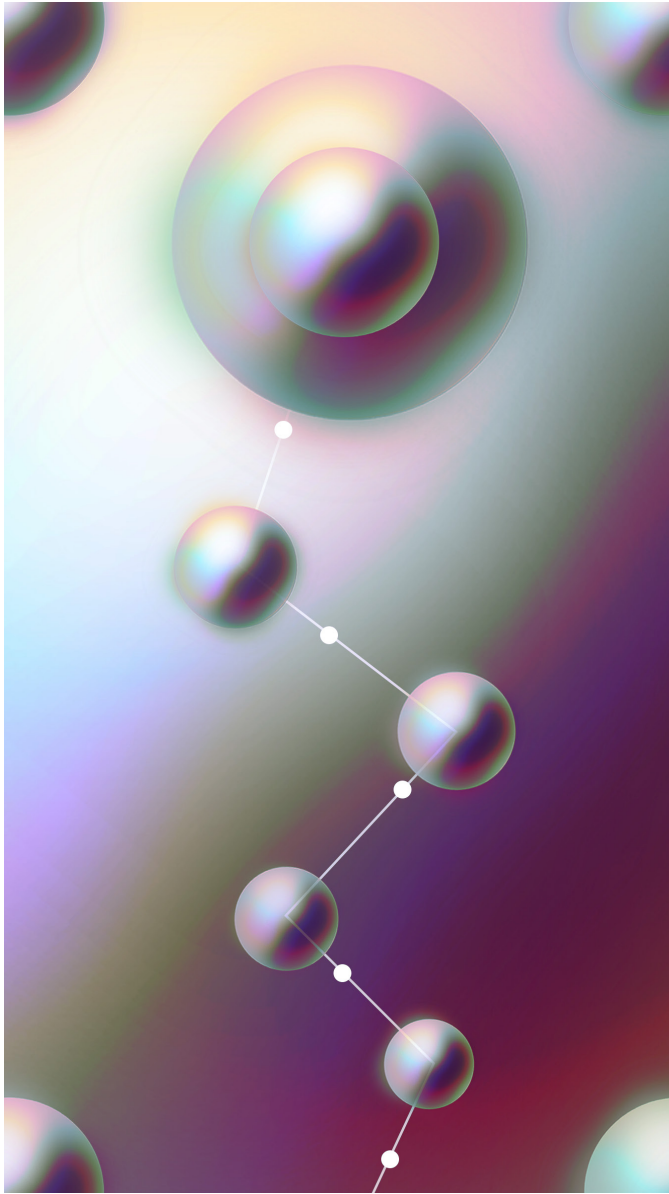
Data & AI
Harvard Business Review (2023)



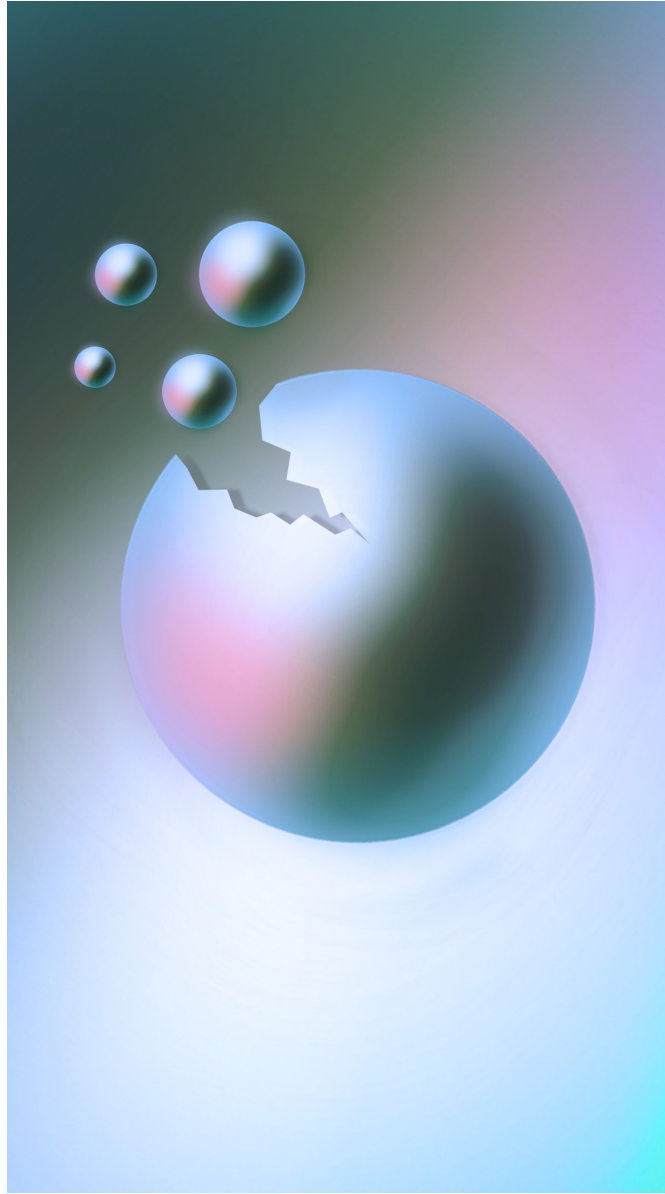
Anti-Racist Leader No.1
Harvard Business Review (2022)



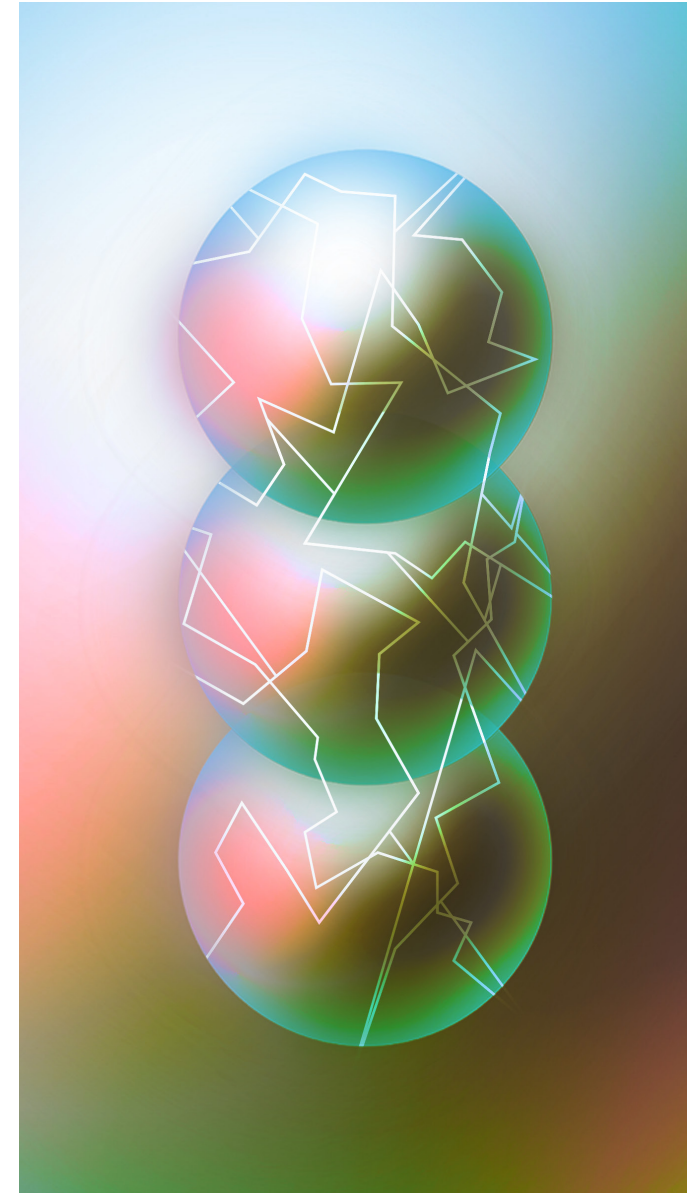
Anti-Racist Leader No.2
Harvard Business Review (2022)



Leadership
Harvard Business Review (2025)



Innovation
Harvard Business Review (2025)



Tariffs
Harvard Business Review (2025)



PEERS Alliance - Red Ribbon Path

Role

Concept Development
Creative Direction
Symbolic Portrait Development
Presentation Design

Year

2025

Status

Completed



PREVENT. EDUCATE. EMPOWER. RESPECT. SUPPORT.

OVERVIEW

For **PEERS Alliance**, the work began with a need to interpret the stigma surrounding HIV within Black communities in a way that felt emotionally honest, visually strong, and culturally sensitive. Rather than approaching the subject through literal messaging, the direction focused on symbolic portraiture as a way to hold pain, complexity, and dignity in the same frame.

The concept presentation proposed four visual directions, each rooted in concealment, vulnerability, survival, or internal fracture. Together, they formed the beginning of a body of work designed to speak to stigma not only as a social condition, but as something deeply felt and lived.

CONCEPT DIRECTION

Each concept used a different symbolic device to approach the emotional weight of the subject. Roses emerging through a mask, a crow overlapping the eye, a pomegranate covering one side of the face, and broken glass pushing outward from the body all became ways of speaking to visibility, silence, grief, and internalized harm. The uploaded concept presentation names these directions "*What Blooms Behind the Mask*," "*The Silence That Sees*," "*Bittersweet Flesh*," and "*The Fracture Within*."

What ties the series together is not only symbolism, but restraint. The images are designed to carry emotional force without becoming sensational.



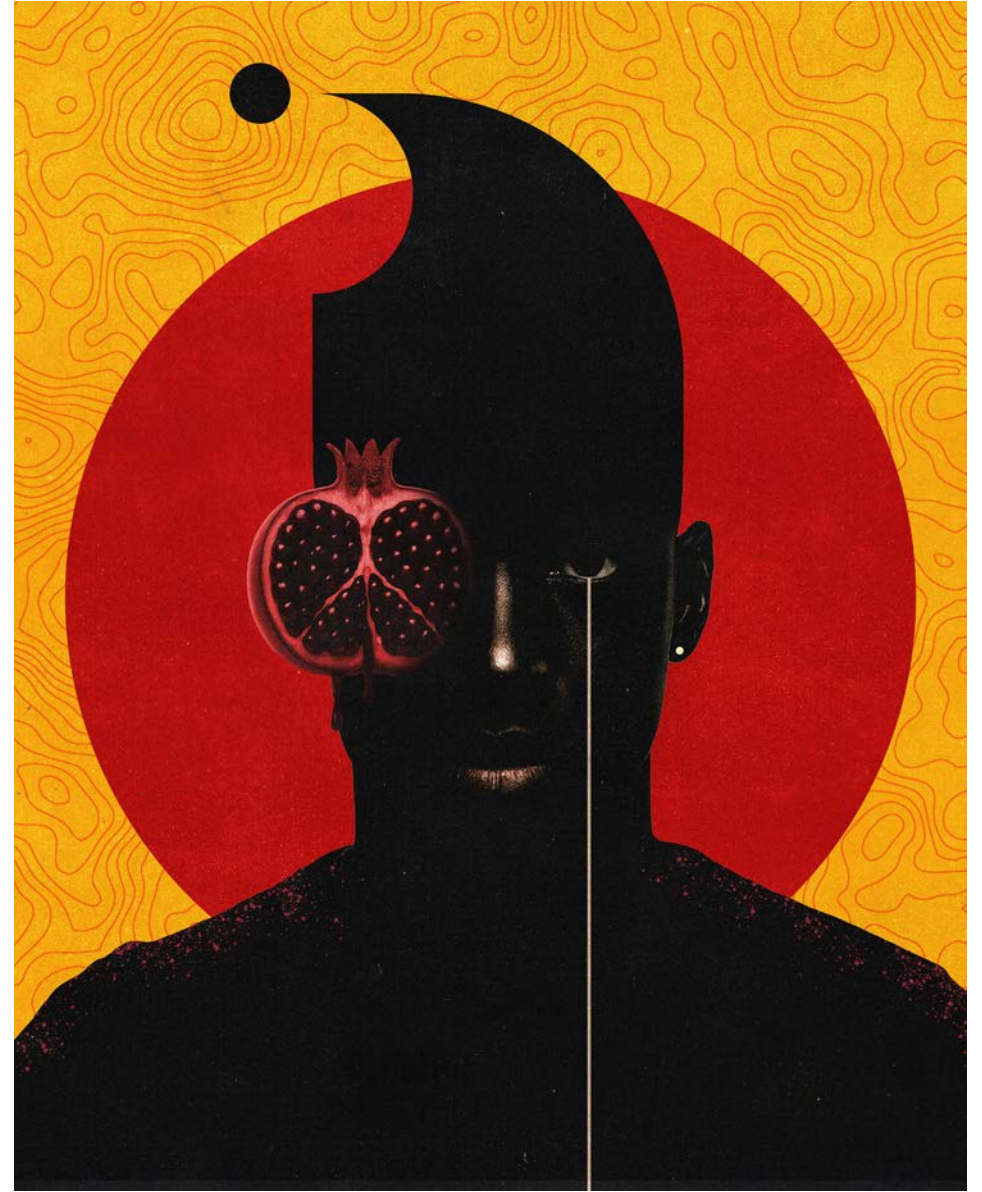
What Blooms Behind The Mask
PEERS Alliance (2025)



The Fracture Within
PEERS Alliance (2025)



The Silence That Sees
PEERS Alliance (2025)



Bittersweet Flesh
PEERS Alliance (2025)



Album & Single Packaging

Featured Clients/Work

TOBi
Dylan Menzie
MannyWellz
Sharyn
Shope & More

Year

2019 - 2025

Pages

075 - 079

This section brings together selected cover artwork and packaging developed across music and visual culture. For me, these projects have always been about more than making something that looks good at thumbnail size. They are about giving a body of sound a visual atmosphere, a point of entry, and a lasting image people can attach to the work itself. Across these covers, the aim has been to create visuals that feel honest, distinct, and deeply connected to the artist behind them.

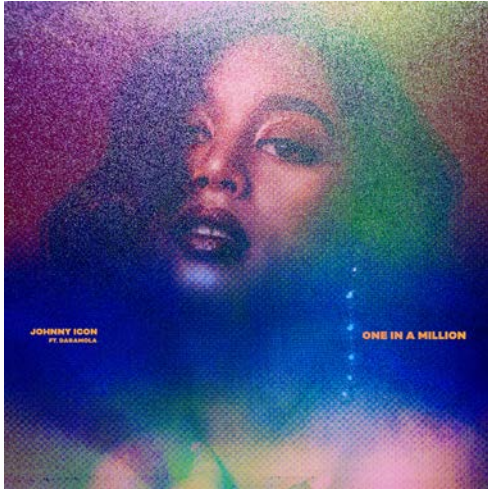


North American Dream Kid - Dylan Menzie
Best Album Cover Design - MusicPEI (2025)

OVERVIEW

The work created for Dylan Menzie holds a special place in this section because it reflects what I value most in music packaging: clarity, feeling, and a strong sense of atmosphere. The goal was to create a cover that felt honest to the music while also standing confidently on its own as an image.

The final piece went on to receive recognition for Best Album Cover Design, which affirmed not only the strength of the visual itself, but the importance of treating album packaging as part of the artistic experience rather than an afterthought.



One In A Million
Art Direction & Graphic Design
Johnny Icon ft. Daramola (2021)



Amber Lights
Creative Direction & Graphic Design
Reeny (2022)



Elements Vol.2
Art Direction & Graphic Design
TOBi (2025)



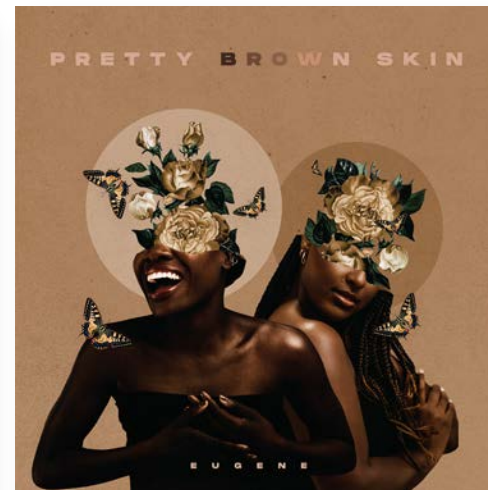
The Essence
Art Direction & Graphic Design
Shishi ft. Daramola (2020)



Saved
Art Direction & Graphic Design
MG Hevi ft. Amara (2021)



The Lost In Dreams Podcast
Creative Direction & Graphic Design
Dylan Menzie (2020)



Pretty Brown Skin
Creative Direction & Graphic Design
Eugene King (2020)



Love Trumps Money
Art Direction & Graphic Design
Reeny (2020)



North American Dream Kid
Creative Direction & Graphic Design
Dylan Menzie (2024)



Ego Slide V2
Art Direction & Graphic Design
TOBi ft. Kojey Radical (2024)



In Full Bloom
Creative Direction & Graphic Design
Sharyn (2021)



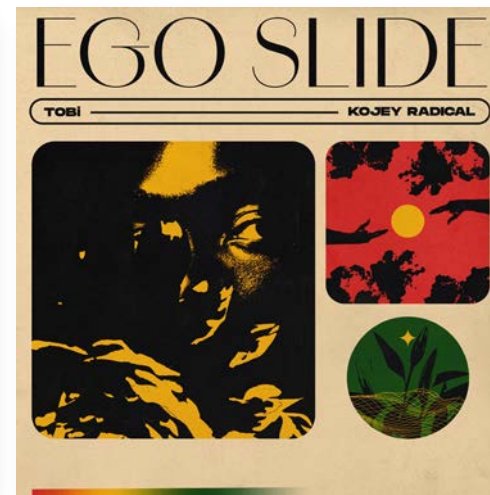
Goodbye
Art Direction & Graphic Design
Reeny (2020)



Endure
Art Direction & Illustration
Kojo Dave (2022)



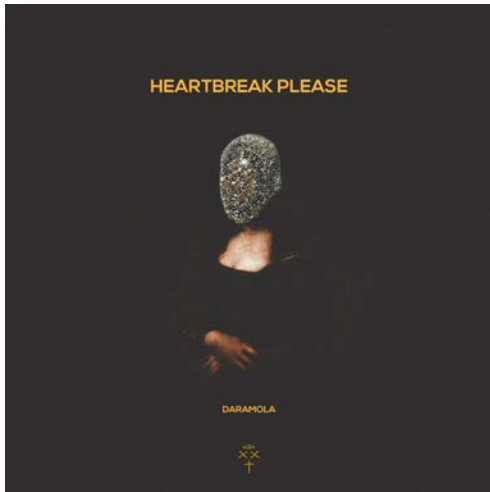
Delilah
Graphic Design
General Kelechi (2019)



Ego Slide
Art Direction & Graphic Design
TOBi ft. Kojey Radical (2024)



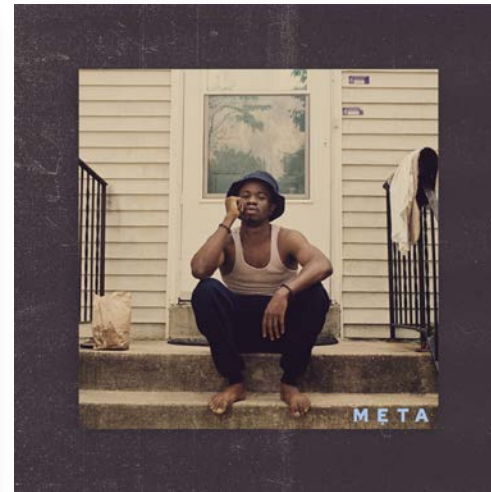
Rikiki
Art Direction & Graphic Design
Shopé (2020)



Heartbreak Please
Creative Direction & Graphic Design
Daramola (2019)



North American Dream Kid V2
Creative Direction & Graphic Design
Dylan Menzie (2024)



Meta
Art Direction & Graphic Design
Mannywellz (2019)



Beige
Art Direction & Graphic Design
TOBi (2019)



Adicto
Graphic Design (Unreleased)
Tainy ft. Anuel AA, Ozuna (2019)



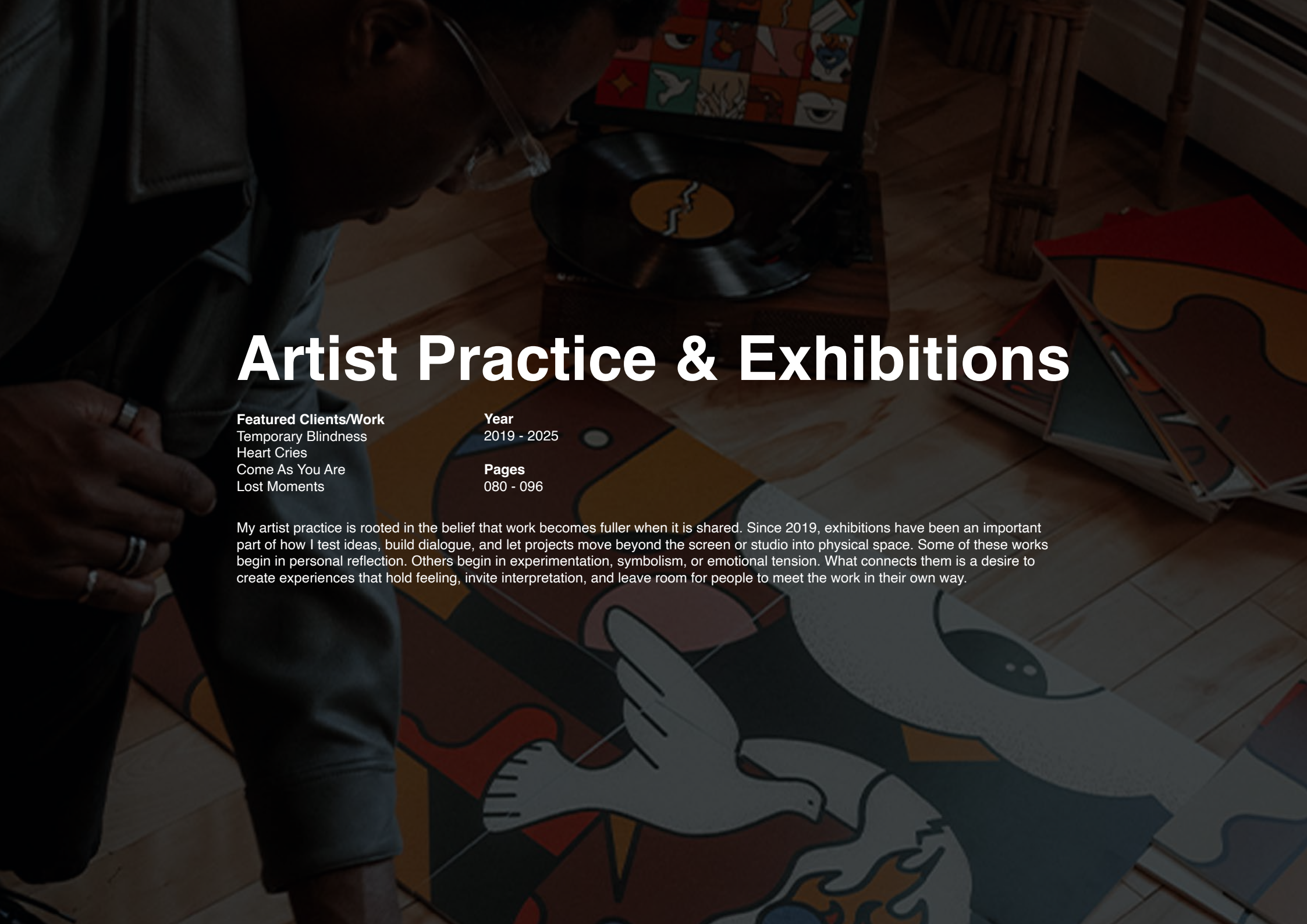
Faces
Art Direction & Graphic Design
TOBi (2019)



Friendly Enemies
Art Direction & Graphic Design
C.Ruth (2019)



Highs & Lows
Art Direction & Graphic Design
Lola Ade (2019)



Artist Practice & Exhibitions

Featured Clients/Work

Temporary Blindness
Heart Cries
Come As You Are
Lost Moments

Year

2019 - 2025

Pages

080 - 096

My artist practice is rooted in the belief that work becomes fuller when it is shared. Since 2019, exhibitions have been an important part of how I test ideas, build dialogue, and let projects move beyond the screen or studio into physical space. Some of these works begin in personal reflection. Others begin in experimentation, symbolism, or emotional tension. What connects them is a desire to create experiences that hold feeling, invite interpretation, and leave room for people to meet the work in their own way.



Temporary Blindness

Role

Artist
Creative Direction
Visual World-Building
Exhibition Development
Art Direction

Year

2025

Status

Completed

Temporary Blindness




PR-08

Project Identifier
ZeroResistance Studios (2025)

OVERVIEW

Temporary Blindness began as a reflection on darkness not caused by the Creator, but by the created. It explores the emotional and spiritual tension of moving through uncertainty, searching for clarity, and learning how to trust even when vision feels distorted.

Across the series, the work uses the body, symbolic obstruction, gesture, and visual restraint to speak to vulnerability, fear, memory, and revelation. What has made the project meaningful to me is not only its imagery, but the way it has allowed me to build a fuller world around those ideas through exhibition, writing, rollout, and expanded interpretation.



Now You See Me, Now You Don't
ZeroResistance Studios (2025)

VISUAL LANGUAGE

The visual language of *Temporary Blindness* is built through minimal forms, bold color, symbolic interruption, and careful use of the body. Obstruction is used not only as a visual device, but as a conceptual one, something that speaks to the ways confusion, fear, and past experience can distort sight.

The work is designed to feel quiet but charged, allowing each piece to carry tension without becoming visually overcrowded.

EXHIBITION

As an exhibition project, *Temporary Blindness* extends beyond the individual artworks. It invites a slower kind of viewing, one where the pieces can begin to speak to each other and deepen the larger emotional landscape of the series.

What continues to emerge is a body of work that feels personal, symbolic, and open enough for others to find themselves within it.



The Search For Sight
Mixed Media
ZeroResistance Studios (2025)



Fighting To See Beyond The Now
Mixed Media
ZeroResistance Studios (2025)



False Clarity
Mixed Media
ZeroResistance Studios (2025)



The Burden We Carry
Mixed Media
ZeroResistance Studios (2025)



I Can Hear You, But I Fail To See
Mixed Media
ZeroResistance Studios (2025)



Hold My Hand, Lead Me
Mixed Media
ZeroResistance Studios (2025)



The Act of Trust Pt.1
Mixed Media
ZeroResistance Studios (2025)



Fear Gripped My Heart, But Your Love Bleeds
Mixed Media
ZeroResistance Studios (2025)



Oh How The Scales Have Fallen
Mixed Media
ZeroResistance Studios (2025)



I Was Blind Now I See
Mixed Media
ZeroResistance Studios (2025)



Believers Before Creatives Shirt
ZeroResistance Studios
SS (2025)
Creative Direction & Product Design



I Was Blind Now I See T-Shirt
ZeroResistance Studios
SS (2025)
Creative Direction & Product Design



Come As You Are Dickie's Jacket
ZeroResistance Studios
F/W (2022)
Creative Direction & Product Design



Fighting To See Beyond The Now Tote Bag
ZeroResistance Studios
SS (2025)
Creative Direction & Product Design



I Was Blind Now I See T-Shirt V2
ZeroResistance Studios
SS (2025)
Creative Direction & Product Design



Come As You Are Tote Bag
ZeroResistance Studios
F/W (2022)
Creative Direction & Product Design



Fighting To See Beyond The Now
Niyi Adeogun x Gessy Robin
ZeroResistance Studios (2025)

Temporary Blindness

ZeroResistance Studios presents "Temporary Blindness" our eighth art installation. This conceptual series invites you into a world where clarity falters but the light remains. Through mixed media collages, visual art, poetic interventions, and immersive design, we explore what it means to walk by faith when sight is uncertain.

Curated by **Niyi Adeogun** ✦

Opening Night **AUG 29 6PM** Art Pop-Up **AUG 30 12PM**

Venue **CO+ SPACE**
36 MARKETPLACE DR
DARTMOUTH, NS

PR-08

Exhibition Flyer Design - Dartmouth, NS
ZeroResistance Studios (2025)



Artists & Collaborators Fireside Chat
ZeroResistance Studios (2025)
Photographed by Nwadii



Temporary Blindness Exhibition
ZeroResistance Studios (2025)
Photographed by Nwadii



Temporary Blindness Exhibition
Niyi Adeogun x Gessy Robin
ZeroResistance Studios (2025)
Photographed by Nwadii



Temporary Blindness Exhibition - Dartmouth, NS
ZeroResistance Studios (2025)
Photographed by Nwadii

Visuals By Nwadii

Art Pop-Up & Exhibitions

Role
 Artist
 Creative Direction
 Exhibition Development
 Visual Storytelling

Year
 2021 - 2025
Status
 Completed



HEART CRIES



PR-07: HEART CRIES

Heart Cries came from a desire to give visual form to the emotions we often carry quietly. The work reflects on sorrow, tenderness, longing, and the private weight of what the heart holds, especially in moments when language feels too limited to fully contain experience.

What shaped the project was a commitment to honesty. Rather than trying to make emotion look polished or resolved, the work leans into softness, tension, and the kind of presence that can emerge when vulnerability is allowed to remain visible.

PR-06: COME AS YOU ARE

Come As You Are was developed around a simple but powerful idea: the possibility of being received without needing to become something else first. The work reflects on identity, openness, and the emotional tension between who we are, who we feel asked to be, and what it means to be met honestly.

In developing the piece, I was interested in creating something that felt welcoming without losing depth. The work needed to hold softness, but also truth.

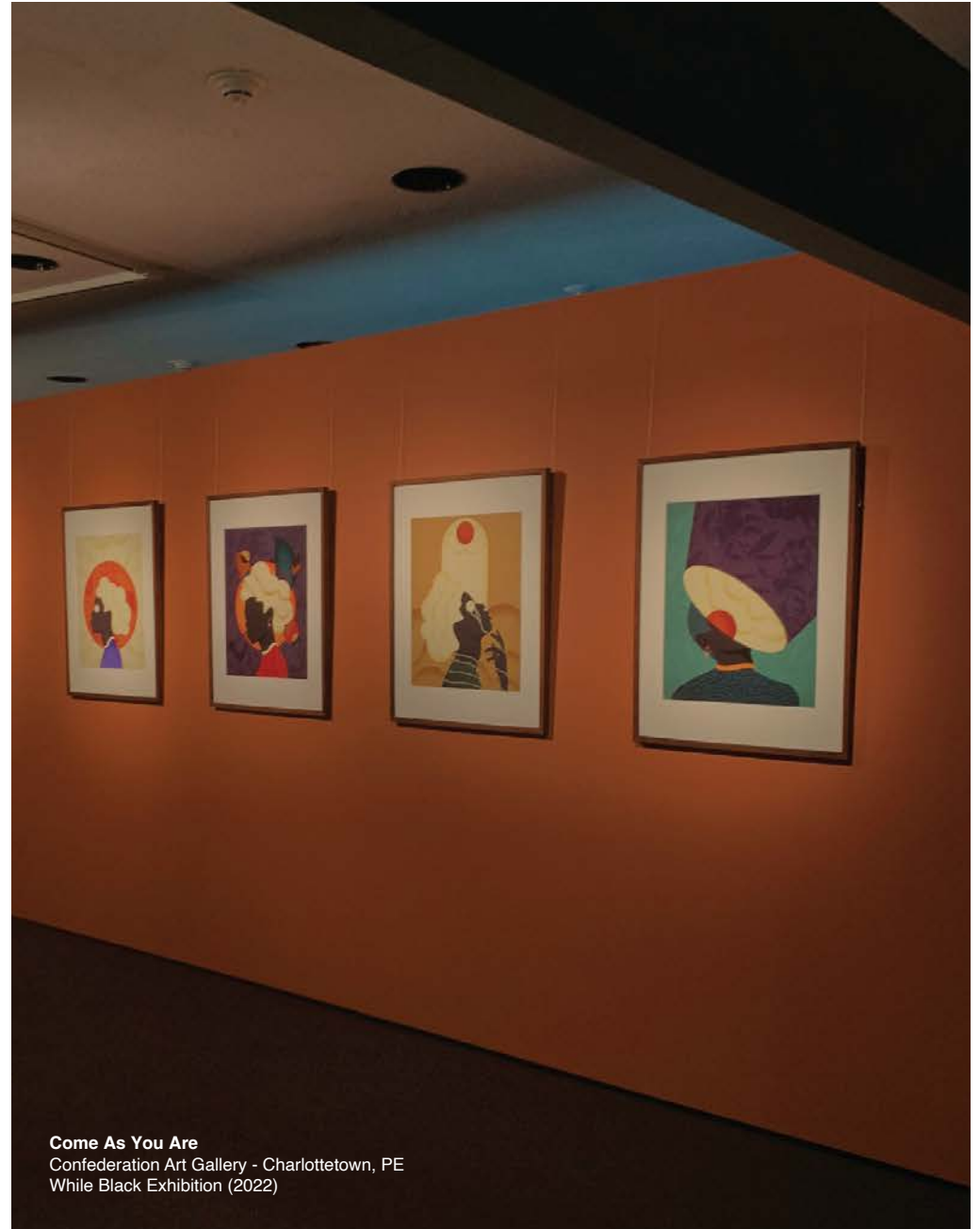
PR-05: LOST MOMENTS

Lost Moments explores the feeling of things slipping past us, memories we cannot fully recover, experiences we recognize more clearly in hindsight, and the emotional fragments that stay behind. The work is rooted in reflection, but not in a purely nostalgic way. It is more interested in what memory feels like when it is incomplete, softened, or partially out of reach.

That tension shaped both the imagery and the emotional tone of the project. I wanted the work to feel suspended, as though it existed somewhere between recollection and disappearance.



Come As You Are Lookbook
ZeroResistance Studios
F/W (2022)
Creative Direction & Product Design
Model: Deborah Sanni
Photographed by Gessy Robin



Come As You Are
Confederation Art Gallery - Charlottetown, PE
While Black Exhibition (2022)



Love
Mixed Media
PR-06: Come As You Are
ZeroResistance Studios (2022)



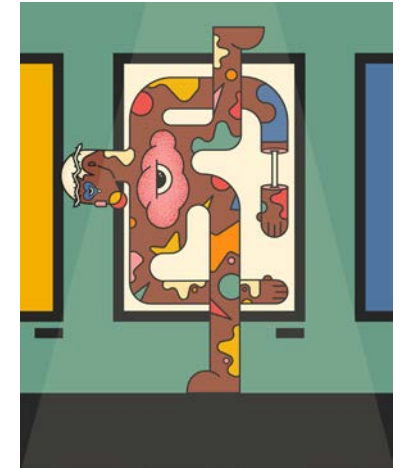
Self Doubt
Illustration
PR-07: Heart Cries
ZeroResistance Studios (2024)



Weary & Burdened
Mixed Media
PR-06: Come As You Are
ZeroResistance Studios (2022)



Sightless V2
Mixed Media
PR-05: Lost Moments
ZeroResistance Studios (2021)



Breaking Free
Illustration
PR-07: Heart Cries
ZeroResistance Studios (2024)



Vision
Mixed Media
PR-05: Lost Moments
ZeroResistance Studios (2021)



Worries
Mixed Media
PR-06: Come As You Are
ZeroResistance Studios (2022)



Self Worth
Illustration
PR-07: Heart Cries
ZeroResistance Studios (2024)



Serenity
Mixed Media
PR-06: Come As You Are
ZeroResistance Studios (2022)



Death of Self Expression
Illustration
PR-07: Heart Cries
ZeroResistance Studios (2024)



Heart Cries Vinyl!
HC Soundtracks by Hikado
ZeroResistance Studios (2024)
Creative Direction, Graphic Design & Illustration



Lost Moments Rain Jacket
ZeroResistance Studios.
F/W (2021)
Creative Direction & Product Design



Come As You Are Shorts
ZeroResistance Studios.
SS (2022)
Creative Direction & Product Design



Come As You Are Sweatshirt
ZeroResistance Studios.
SS (2022)
Creative Direction & Product Design



Come As You Are Shorts
ZeroResistance Studios.
SS (2022)
Creative Direction & Product Design



Heart Cries Playing Cards
ZeroResistance Studios (2025)
Creative Direction, Graphic Design & Illustration



The Search For Sight
Niyi Adeogun x Gessy Robin
Creative Direction & Photography
ZeroResistance Studios (2025)

"Heart Cries" Art Pop-Up Show
Visual Art // Poetry // Sound Design // Fashion // Augmented Reality

The CO+ Space
36 Marketplace Drive,
Dartmouth, NS

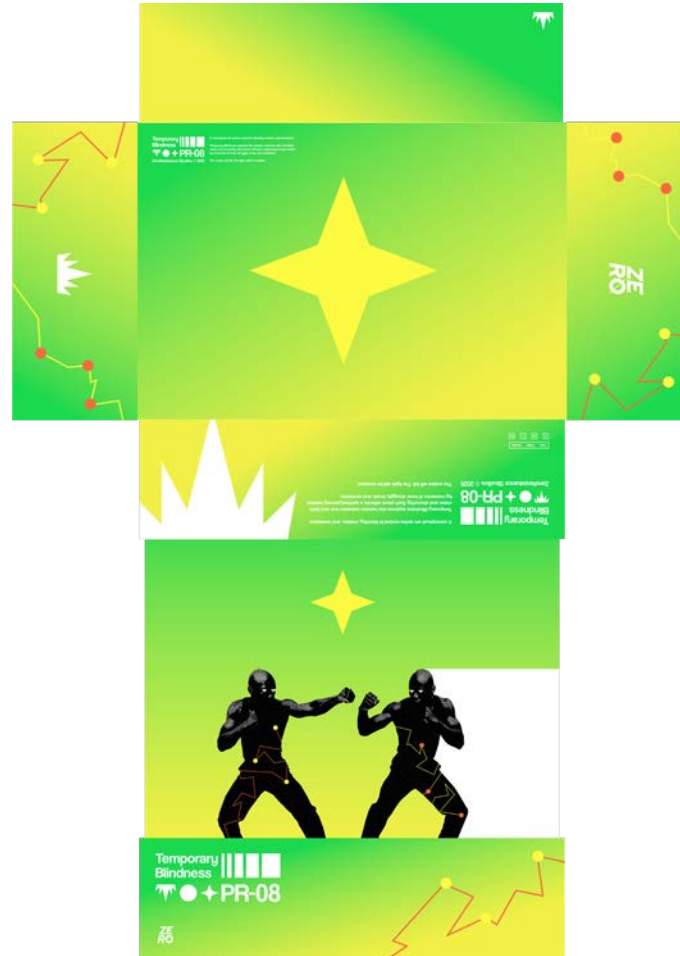
June 8th
12pm - 6pm
Free and open to all.
Visit www.zeroresistance.co to register.

Scan To Experience The Augmented Reality

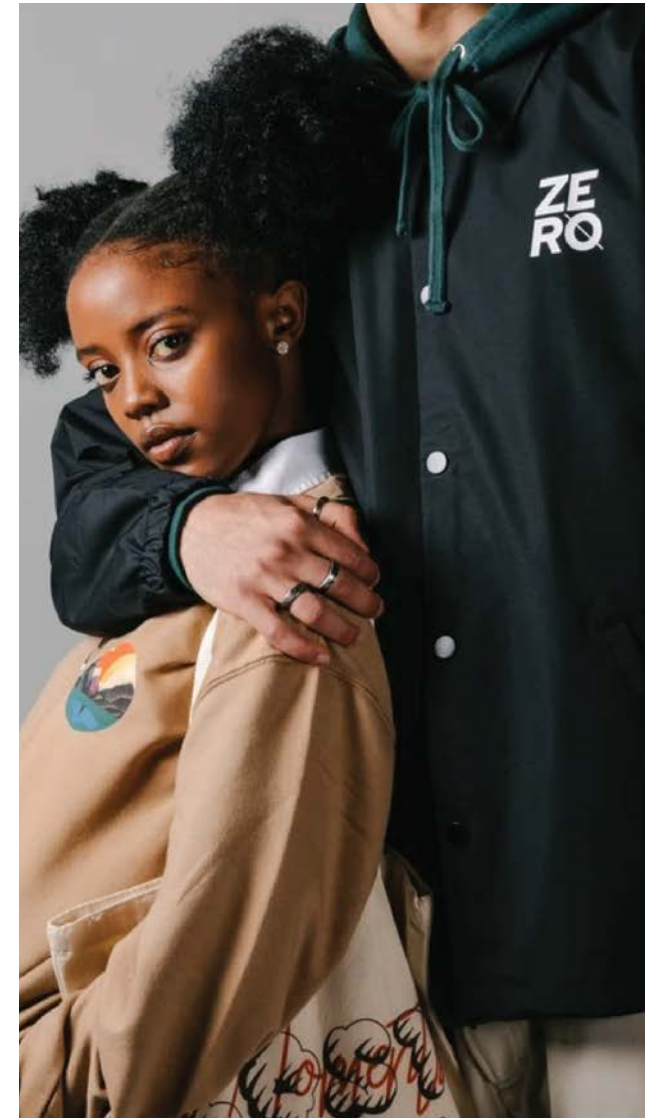
Exhibition Flyer Design - Dartmouth, NS
PR-07: Heart Cries
ZeroResistance Studios (2024)



Come As You Are Exhibition - Toronto, ON
ZeroResistance Studios (2022)
Photographed by Gessy Robin



Fighting To See Beyond The Now Product Box
ZeroResistance Studios (2025)
Packaging Design



Lost Moments Lookbook
ZeroResistance Studios
F/W (2021)
Creative Direction & Product Design
Model: Shekinah Kabandah & Fabio Musumbi
Photographed by Gessy Robin



Lost Moments Exhibition - Charlottetown, PE
ZeroResistance Studios (2021)
Photographed by Gessy Robin



Studio & Archives

Featured Clients/Work

CXRE Labs
ZeroResistance Studios
POSTR
365 - An Artwork A Day Series
CRW & More

Year

2019-2024

Pages

097 - 113

Beyond individual commissions and exhibitions, my practice also lives through the platforms and systems I continue to build. This section offers a look at the wider ecosystem around the work, including the ventures I lead, the thinking that connects them, and selected projects from across the years that continue to matter to me.



OVERVIEW

CXRE Labs is the core studio through which much of my commercial, conceptual, and experimental work takes shape. It was built from a desire to bring creativity, innovation, and technology into closer conversation, and to create experiences, systems, and objects that feel thoughtful, resonant, and forward-looking.



ZeroResistance Studios began as a creative platform rooted in collaboration and community. Over time, it has grown into a wider space for art-making, exhibitions, and cultural storytelling. It is where I have often tested ideas more freely, brought artists together, and created experiences that feel emotionally honest, visually striking, and socially aware.



POSTR appears earlier in this portfolio as a brand and design project, but it also lives here as part of the wider ecosystem of my practice. It was created from a belief that artists deserve stronger systems around their work, systems that go beyond aesthetics and into access, support, visibility, and commerce.

The platform reflects an ongoing interest in building structures that help artists not only share their work, but sustain it.



365 Art Series @ NOVUS Residence
Shop POSTR (2022 - Present)



Temporary Blindness Exhibition
ZeroResistance Studios (2025)



Lamp & Sculptural Object - In Context
CXRE Labs (2025)



Archives

Featured Clients/Work
365: An Artwork A Day Series
CRW
Yvette Doucette
Rebirth
Lindell Wigginton Academy
BBA & More

Year
2019 - Present

Status
Ongoing



Heart Cries Playing Cards
ZeroResistance Studios (2025)
Creative Direction, Graphic Design & Illustration

OVERVIEW

Not every important project in a practice becomes a full case study. Some remain important because of what they taught, what they opened up, or how they contributed to the larger path of the work. This archive gathers selected projects, collaborations, and visual explorations that continue to hold weight for me across my design journey.

Rather than functioning as leftovers, these works show range, continuity, and the wider language around the more fully featured projects in this portfolio.



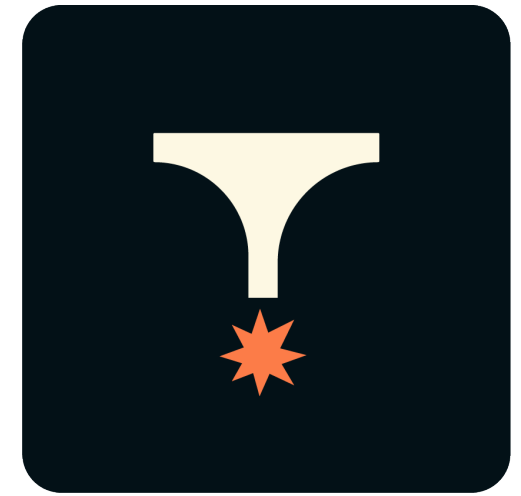
Brand Identity Design
Tribe Network (2024)
Art Direction & Graphic Design



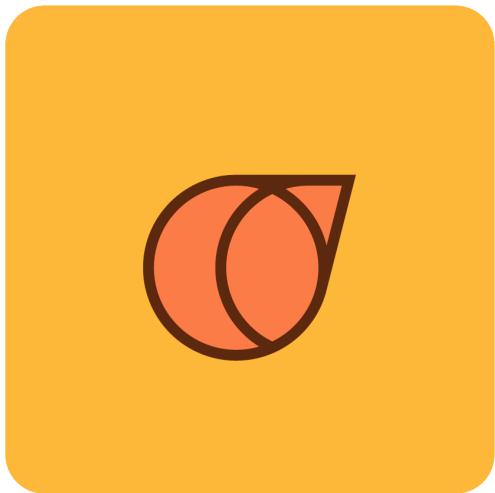
Icon Design
ZeroResistance Podcast (2019)
Graphic Design



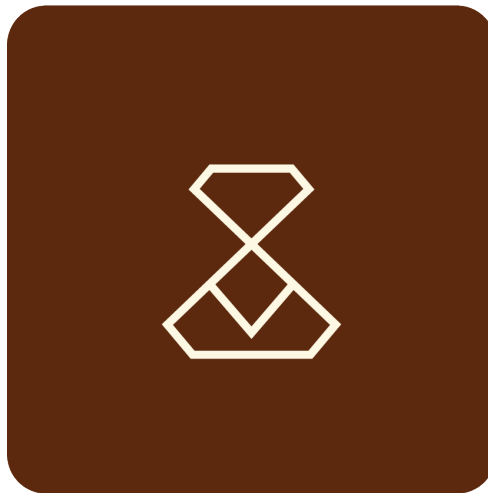
Logo Design
ArtReal (2024)
Creative Direction & Graphic Design



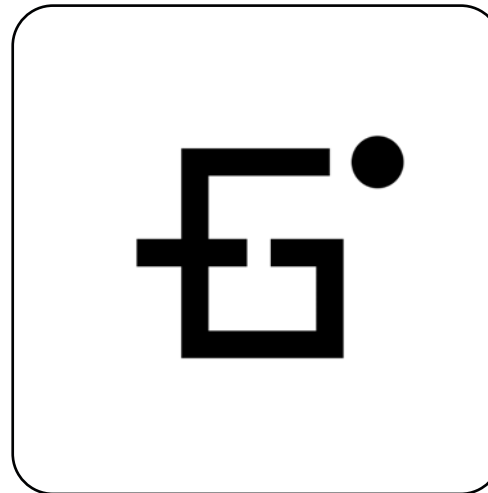
Visual Identity Design
Tigwe (2024)
Art Direction & Graphic Design



Icon Design
Ologo Chows (2023)
Graphic Design



Brand Identity Design
SUURU (2023)
Creative Direction & Graphic Design



Visual Identity Design
Emotive Gradients (2023)
Art Direction & Graphic Design



Brand Identity Design
Creator's Dome (2025)
Creative Direction & Graphic Design

TIGWE

Typeface Design
Tigwe (2024)



Icon Usage
Tigwe (2024)



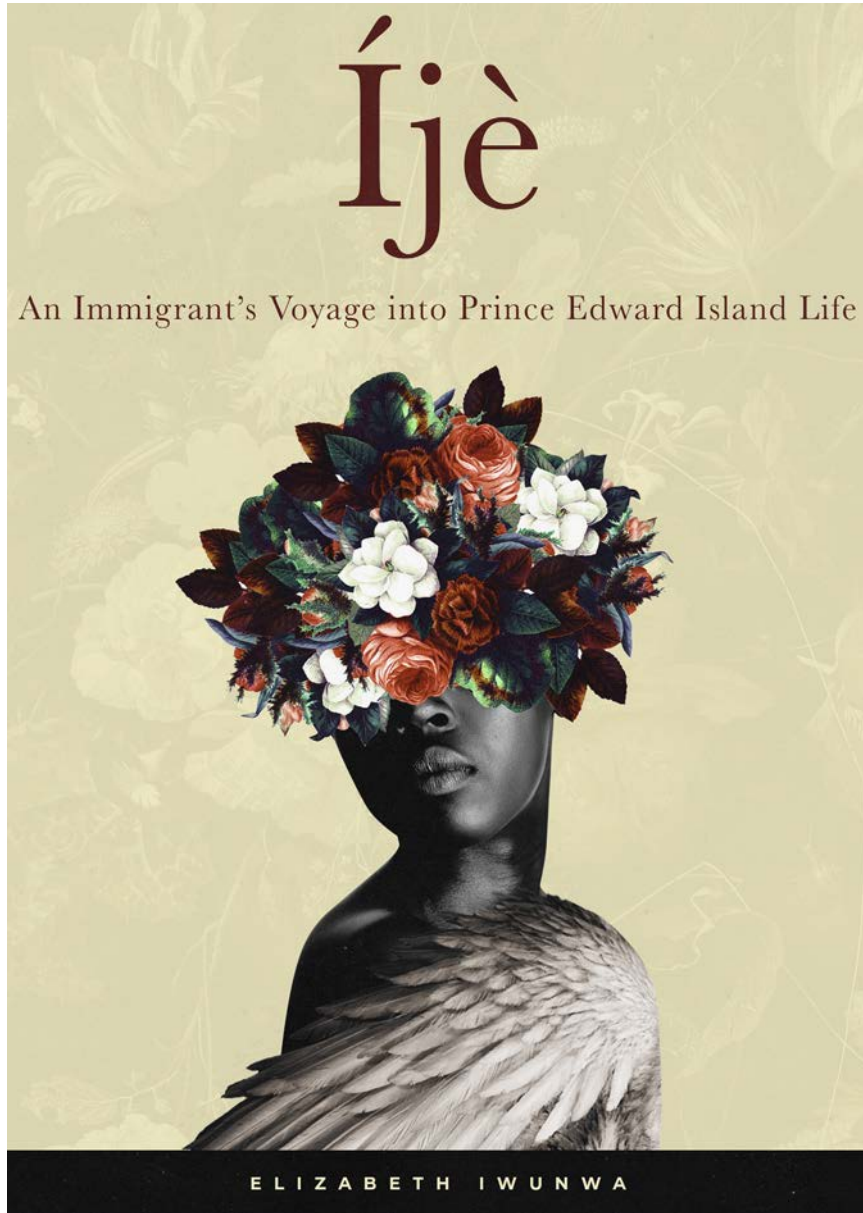
Album Cover Design
Tigwe (2024)



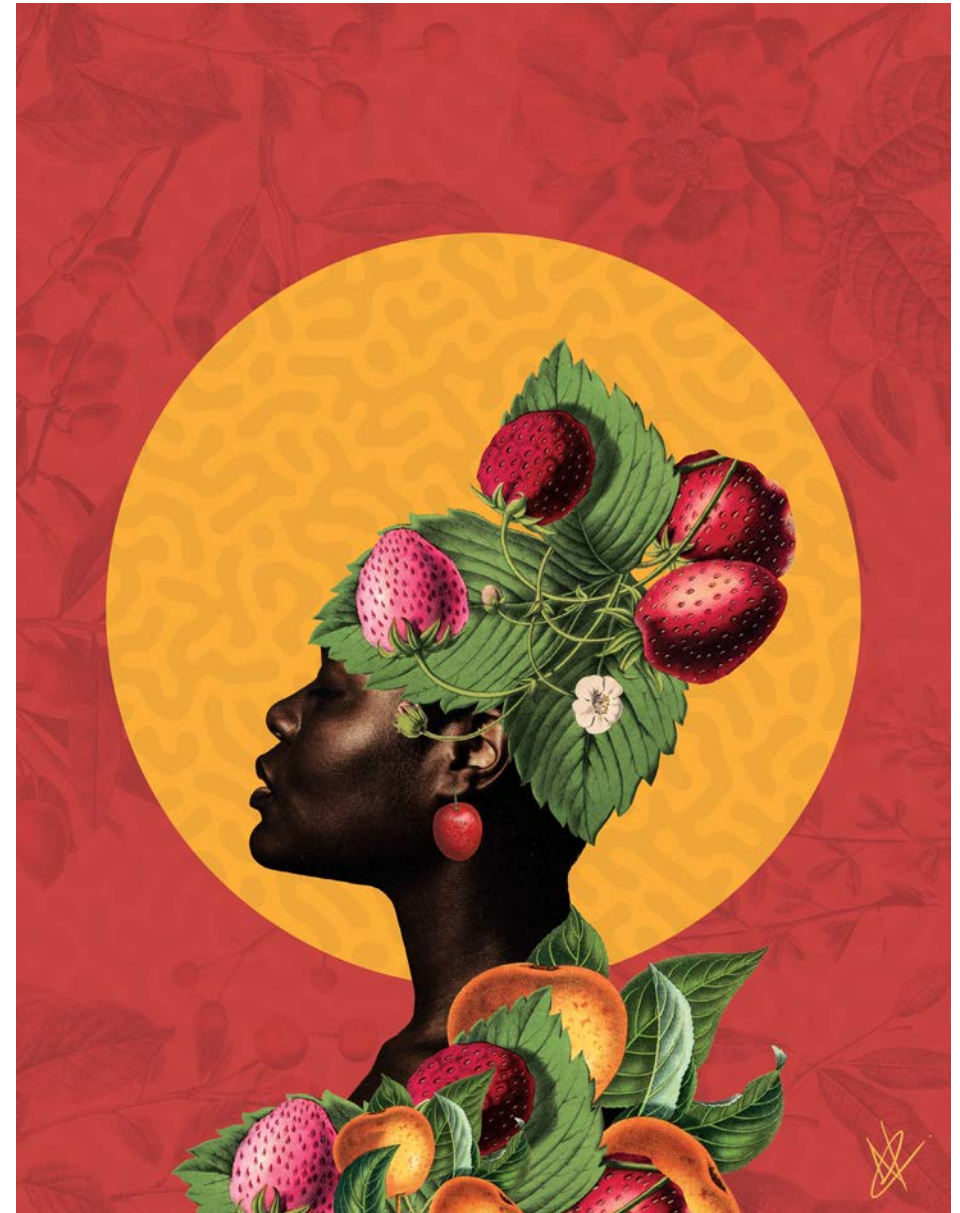
THICTY - Book Cover Design
Yvette Doucette (2025)



Party of One - Book Cover Design
Itseme Akede (2019)



Íjè - Book Cover Design
Elizabeth Iwunwa (2022)



Her Crown
Best Illustration Award - Edible Magazine (2023)



Monark Crewneck
Culture Rich World
FW (2024)
Creative Direction & Product Design



CRW T-Shirt
Culture Rich World
FW (2024)
Creative Direction & Product Design



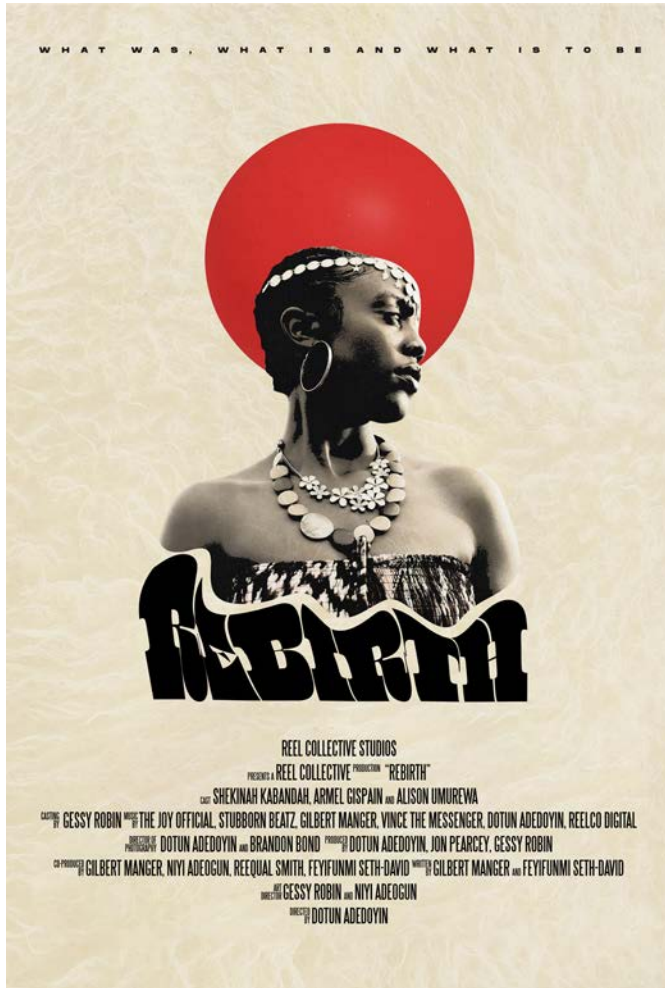
Come Back Home Tour
TOBi (2025)
Product Design



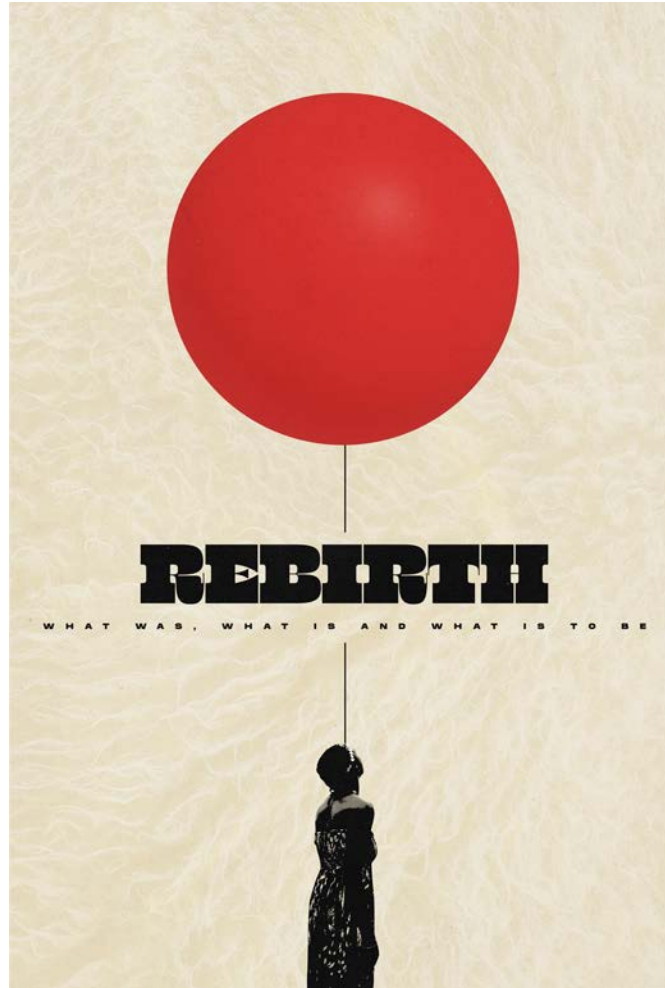
Solitude Crewneck
ZERO X TM (2021)
Creative Direction & Product Design



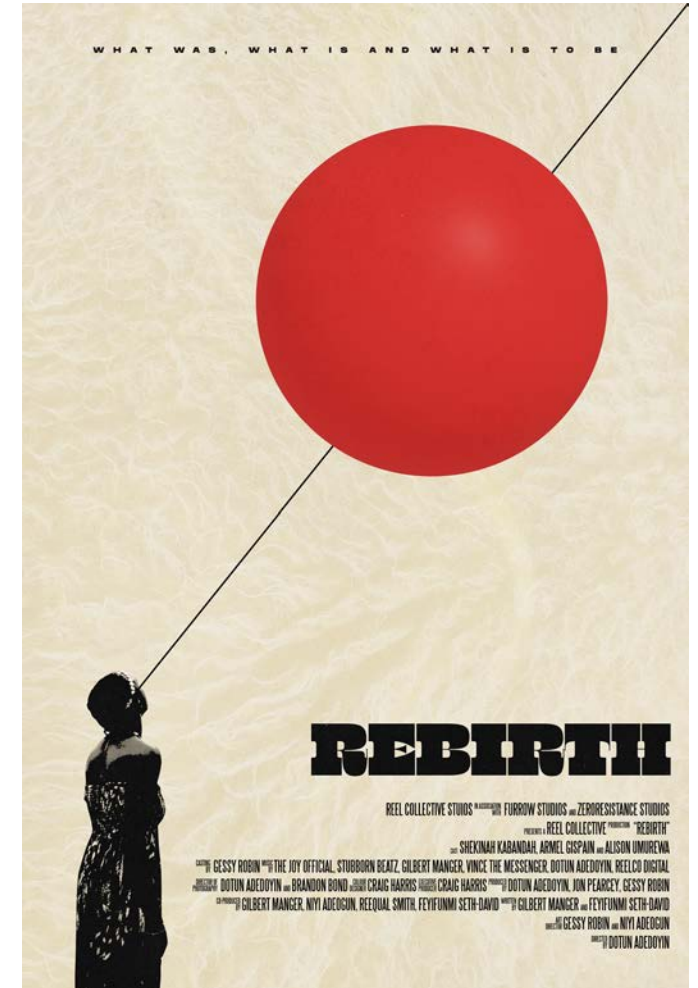
Blossom on Bay St, Toronto
Mixed Media
Dream.ca (2024)



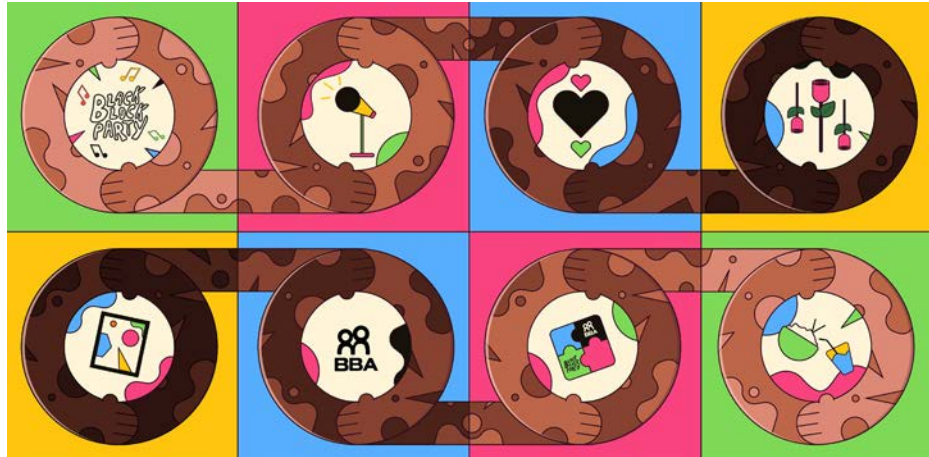
Rebirth Film Poster V1
Reel Collective (2022)
Art Direction & Graphic Design



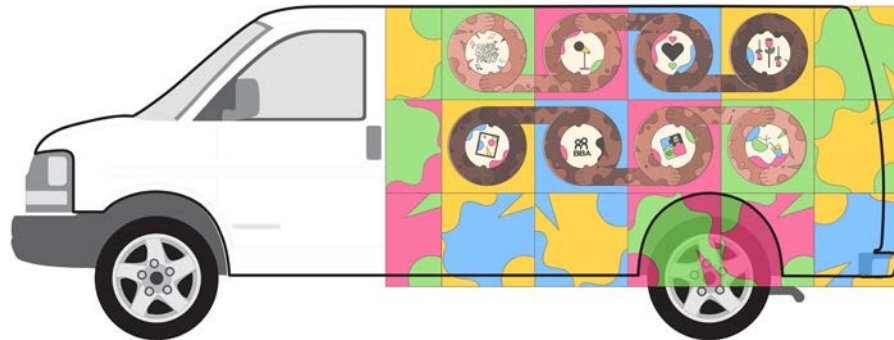
Rebirth Film Poster V2
Reel Collective (2022)
Art Direction & Graphic Design



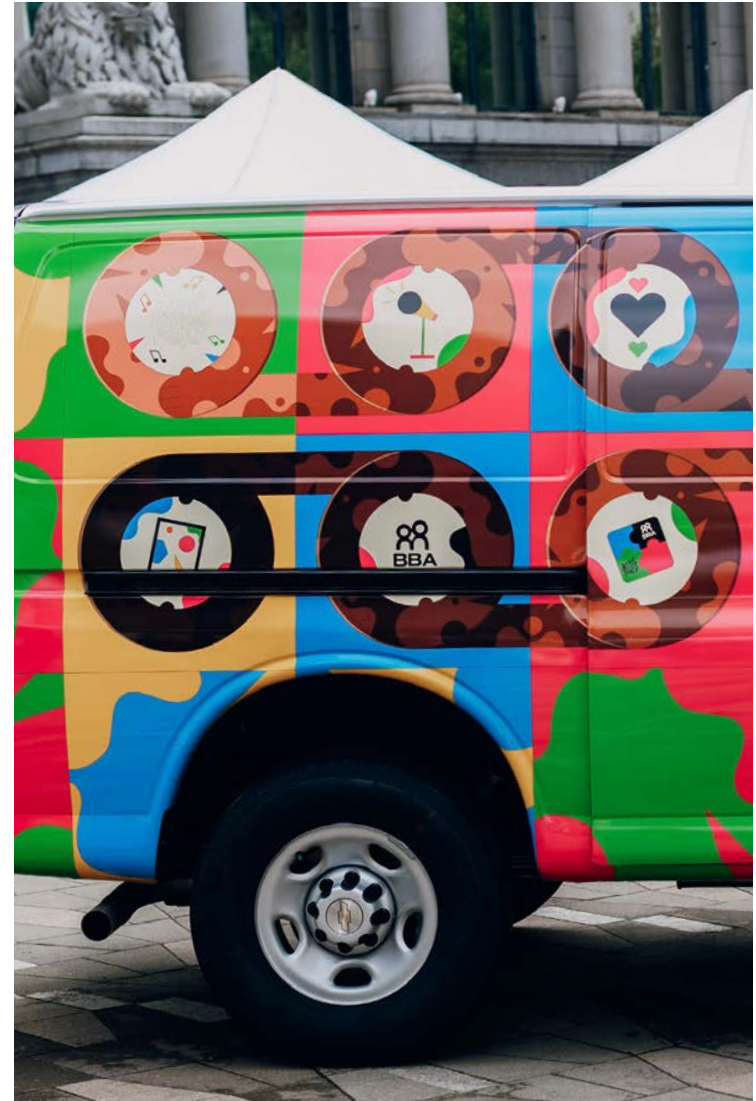
Rebirth Film Poster V3
Reel Collective (2022)
Art Direction & Graphic Design



Black Block Party Artwork
BBA x Modo (2024)
Art Direction & Illustration



Artwork Mockup
BBA x Modo (2024)
Art Direction & Illustration



Black Block Party 2025
BBA x Modo (2024)
Art Direction & Illustration



Poster Design V1
Lindell Wigginton Academy (2023)
Art Direction & Graphic Design



Poster Design V2
Lindell Wigginton Academy (2023)
Art Direction & Graphic Design

365

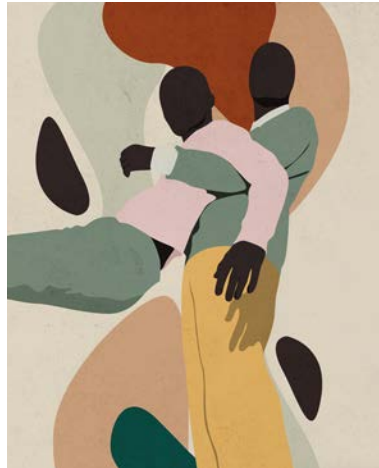
OVERVIEW

365 began as a challenge in consistency, but quickly became something much larger. What started as a commitment to make one artwork a day grew into a space for experimentation, discipline, and visual discovery. It allowed me to create without overthinking, follow ideas through instinct, and develop a stronger relationship with form, image, and repetition.

More than an exercise in output, the series became a record of growth. It holds moments of exploration, risk, play, and refinement, showing how a daily practice can sharpen both visual language and creative confidence over time.



Birds Eye View - 343
Mixed Media
365: An Artwork A Day (2023)



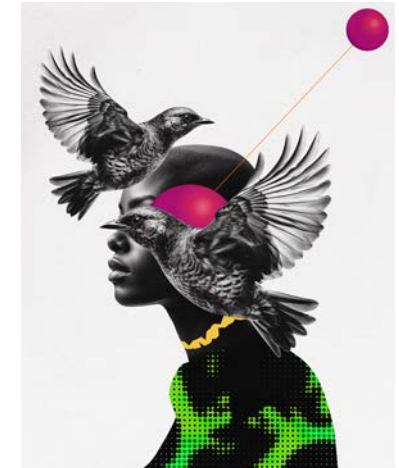
Brother's Keeper - 281
Mixed Media
365: An Artwork A Day (2020)



Black Joy - 233
Mixed Media
365: An Artwork A Day (2020)



Texas Sun - 282
Mixed Media
365: An Artwork A Day (2020)



Guided - 347
Mixed Media
365: An Artwork A Day (2023)



Revelations - 279
Mixed Media
365: An Artwork A Day (2020)



New Light - 261
Mixed Media
365: An Artwork A Day (2020)



Royalty
Mixed Media
UNTITLED: Art Project (2020)



Blossom - 320
Mixed Media
365: An Artwork A Day (2022)



Lord's Child - 280
Mixed Media
365: An Artwork A Day (2020)



Adore - 301
Mixed Media
365: An Artwork A Day (2021)



Untitled No.1 - 285
Mixed Media
365: An Artwork A Day (2020)



4:54AM - 306
Mixed Media
365: An Artwork A Day (2021)



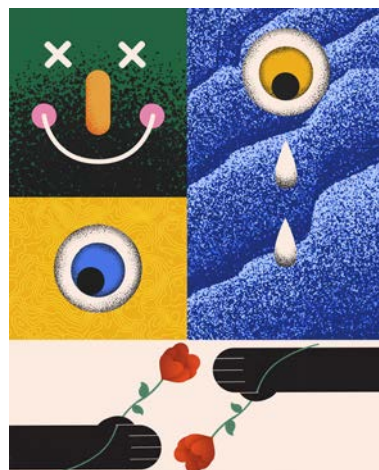
Untitled No.2 - 286
Mixed Media
365: An Artwork A Day (2020)



Spirit Within - 345
Mixed Media
365: An Artwork A Day (2023)



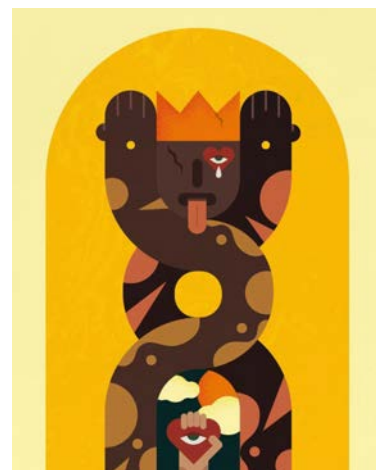
Set Apart - 283
Mixed Media
365: An Artwork A Day (2020)



Show My Love To You - 319
Mixed Media
365: An Artwork A Day (2022)



Broken Vessels - 288
Mixed Media
365: An Artwork A Day (2021)



HEST 22-05: Saviour
Mixed Media
365: An Artwork A Day (2022)



Poised - 303
Mixed Media
365: An Artwork A Day (2021)

Thank you for taking the time to move through this body of work.

This portfolio brings together selected works across art, design, direction, and experimentation. Each project reflects a different part of my practice, but all of them are connected by the same intention: to create work that feels thoughtful, resonant, and distinct.

For commissions, collaborations, exhibitions, partnerships, or selected freelance opportunities, please get in touch.

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