

NIYI ADEOGUN

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Profile

Multidisciplinary artist, design engineer, and creative entrepreneur. Renowned for consistently developing innovative techniques, encouraging creativity, and enhancing visual products. A reputable artist experienced in the digital medium and versatile in thematic experimentation. Founder of ZeroResistance Studios, transforming into an art collective for immersive experiences. Creator of CXRE Labs, a pioneering design studio. Visionary behind "Shop POSTR," connecting artists and enthusiasts. PEI Art Bank-acclaimed artist and emerging cultural figure. Disciplined and productive, Niyi's diverse portfolio showcases a personal evolution in his artistic journey.

Experience

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

- Pioneered groundbreaking projects and crafted compelling case studies aligning with brand objectives. Orchestrated end-to-end execution by conceptualizing, planning, and implementing creative ideas that delivered breakthrough results.
- Guided a team of 8 professionals, collaborating with diverse creatives spanning various disciplines. Spearheaded the development of creative story concepts for art exhibitions and events, seamlessly integrating visual art, storytelling, poetry, fashion, sound design, and AR/VR components.
- Developed comprehensive creative briefs and storyboards, serving as effective communication tools for conveying visionary ideas and strategies to the team. Ensured alignment with overarching creative objectives.
- Managed intricate project details, overseeing daily operations, schedules, budgets, scopes, and risks. Conducted and facilitated project meetings with team members and partners to ensure seamless coordination and successful project delivery.

Art Director, CXRE Labs, Halifax, NS – 2023-Present

- Developed and executed strategic visual direction, aligning creative concepts with the overall brand strategy to enhance brand identity and recognition.
- Led a dynamic creative team of 4, providing art direction and mentorship to ensure the delivery of high-quality design solutions that met or exceeded client expectations.
- Spearheaded the conceptualization and execution of innovative advertising and marketing campaigns, blending artistic creativity with data-driven insights to achieve impactful and effective communication.
- Fostered collaborative relationships with cross-functional teams, including marketing, content creation, and web development, to ensure seamless integration of visual elements across various platforms and media.

Graphic Designer, Vretta Inc, Toronto, ON – 2021-Present

- Collaborated closely with instructional designers, transforming their conceptual blueprints into captivating storyboards. Meticulously integrated constructive feedback from stakeholders and the development team, ensuring a harmonious convergence of perspectives in each project.
- Demonstrated adept communication skills to foster effective collaboration with cross-functional team members, facilitating seamless cooperation.
- Crafted visually appealing graphic UI elements and web components, adhering to the specifications outlined by the art director. Engaged directly with clients to discern and define project requirements, establish comprehensive scopes, and adeptly managed key project milestones.

Education

UPEI, Charlottetown, PE – Bachelors of Science: Sustainable Design Engineering

Skills

Proficient in Adobe Creative Suite, with a strong foundation in problem-solving, art directing, and leadership, showcasing excellent communication skills. Experienced in graphic design, project management, product design, and branding strategies, with a focus on website design, image manipulation, and expertise in CAD software, particularly SolidWorks, and UI/UX design.

Exhibitions

- *Genesis* Art Exhibition: Kettle Black, Charlottetown, PE - 2019
- Creative Debuts Group Exhibition: Spotify Headquarters, London, UK - 2020
- *Free Fashion* Pop-Up: Catalyst Clothing, Charlottetown, PE - 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* Art Exhibition: DSS, Charlottetown, PE - 2021
- *Come As You Are* Art Show/Experience: PE, NS, & ON - 2022
- *While Black* Group Exhibition: Confederation Centre Art Gallery, Charlottetown, PE - 2022/23
- Solo Art Exhibition: The Dali Cafe, Charlottetown, PE - 2023

Awards

- 2021 Charlottetown Arts and Culture Award Emerging Artist Nominee
- Artworks purchased and selected by PEI Art Bank
- 2023 Best of Edible Awards - Best Illustration