

Kupoluyi Faith

APPAREL GRAPHIC DESIGNER | GRAPHIC DESIGNER

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A Creative Designer and Art Director with a track record of delivering exceptional results in the dynamic realms of merchandising, advertising, and creative strategy. Proven expertise in crafting visually compelling designs and executing innovative campaigns for top-tier artists and renowned clients. Proficient in art direction, motion design, apparel design, video production, and brand development. Adept at staying ahead of industry trends and leveraging emerging technologies to maintain a competitive edge. Demonstrated success in collaborating seamlessly with cross-functional teams to ensure the timely delivery of high-quality creative work.

CORE STRENGTHS

Technical & Design

- Merchandising Design
- Content Development
- Innovation
- Brand Integration
- Project Oversight
- Video Production
- Merchandise Design
- Art Direction

- Visual Identity
- Motion Design
- Logo Design
- Concept Art

Software Knowledge

- Adobe Illustrator
- Adobe Photoshop
- Adobe After Effects

Leadership & Communication Collaboration

- Business Development
- Quality Control
- Video Directing and Editing

WORK EXPERIENCE

The Jonzing World **ART DIRECTOR**

July 2023 - October 2023

- Created an extensive array of merchandising designs tailored to the unique identities and project themes of top-tier artists.
- Developed compelling content spanning social media, websites, and print materials, ensuring a cohesive and impactful presence across diverse platforms.
- Stayed abreast of industry trends and emerging technologies to foster innovation, keeping the recording studio at the forefront of creativity and competitiveness.
- Designed promotional materials meticulously aligned with each artist's distinctive brand identity, fostering a seamless integration between promotional efforts and artistic persona.

Folashade Alli & Associates **CREATIVE DESIGNER** (Contract)

August 2022 - June 2023

X3M Ideas **ART DIRECTOR**

June 2022 - August 2022

- Oversaw the design and execution of visual projects for advertising, marketing, and related purposes.
- Worked on assigned aspects of projects with graphic designers, copywriters, and layout personnel to ensure clients standards were met.
- Delivered exceptional creative work on time.
- Designed a range of complex projects including pages, ads, brochures, signage, posters, and logos.
- Reviewed creative projects with Creative Director and/or client.
- Clients included FMN, DSTV, MIGO, LACASERA, BAT.

Whammy Studios **CREATIVE DIRECTOR**

2022 - Present

- Developed and executed creative strategies aligned with agency goals.
- Collaborated closely with clients, delivering solutions that exceeded expectations.
- Proficiently produced high-quality video content from storyboarding to post-production.
- Created custom apparel designs meeting client specifications.

- Contributed to diverse content development across social media, websites, and print.
- Collaborated seamlessly with other departments, integrating with marketing and sales.
- Stayed updated with industry trends, ensuring agency innovation.
- Actively participated in business development, including client pitches and proposals.
- Maintained exemplary quality control, ensuring high standards, and meeting deadlines.