Ekene Oduh

Art Director & Designer

etoduh@gmail.com ● 647-906-0631 ● Toronto ● ekeneoduh.com

https://www.linkedin.com/in/ekeneoduh/
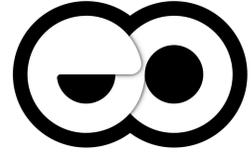
SUMMARY

Ekene Oduh is a Toronto-based art director & designer who loves turning big ideas into bold, effective brand moments. He's led creative teams to exceed client expectations, launched a web series social media campaign that hit 250K views with 0 budget, designed a coffee table book, and even taught a course on art direction and AI at his alma mater. He blends strategy, design, and an encyclopedic knowledge of internet culture to make work smarter, faster, and more impactful. He also makes great cookies.

EXPERIENCE

Professor - Art Direction and AI, *Humber College*   2025
- Facilitated an online course on AI integration in advertising and design, covering AI fundamentals, ethics, industry standards, and hands-on use of image generation, copywriting, and sound design tools.
- Boosted students' ability to apply AI in their projects and earned positive course evaluations.

Social Media Creative Director, *BKFO The Series* 🔗   2025
- Developed and executed a multi-phase social media campaign for a web series, transforming channels into in-universe accounts of a fictional video store.
- Managed Instagram 🔗 , TikTok 🔗 , YouTube, and Facebook as if run by the fictional staff, using iPhone-shot content for authenticity.
- Achieved over 250K views, 5K interactions, and reached 61K unique accounts in one month with a $0 budget.

Art Director, *Mekanism Canada*   2024 – 2025
- Improved brand awareness and earned positive client feedback by collaborating with agency teams and external partners to develop, present, and execute creative solutions for brands such as Boston Pizza, Reliance Home Comfort, and Public Mobile.

Art Director/Design Lead, *Yonge & Eist*   2024
- Spearheaded the development of a new visual identity for Henry's Camera, defining color palettes, typography, and imagery, which strengthened brand recognition and positioned the company for expanded market presence.
- Led a team of designers to meet and exceed regular asset delivery goals and quality standards while overseeing brand creative and executing creative campaigns across a variety of channels.

Art Director, *Rethink*   2021 – 2023
- Increased client satisfaction and expanded brand visibility for brands including Ikea, Blue Moon, Aero, Scotiabank, Freedom Mobile, Tangerine, and Kraft Heinz by working with various agency teams to create, present, and execute creative solutions.

SKILLS

Art Direction
- Campaign Development
- Creative Problem Solving
- Visual Storytelling
- Strategic Thinking
- Collaboration
- Presentations

Design
- Digital/Social/Web
- Brand Identity
- Editorial
- OOH
- Print

Software
- Adobe Creative Suite
- Figma
- Affinity

EDUCATION

Humber College, *Advertising & Graphic Design*   2019 – 2021
- Developed concrete understandings of advertising art direction, visual concepting, typography, and strategic design through applied learning.
- Created integrated campaigns across print, digital, and interactive media, blending design with marketing strategy.
- Delivered real-client work through Humber's in-house agency (NEXT), collaborating across disciplines and presenting creative solutions.

George Brown College, *Art & Design Foundations*   2018 – 2019
- Completed an intensive, studio-based program focused on visual fundamentals, creative problem solving, and design thinking.
- Built a diverse analog and digital portfolio spanning drawing, photography, sculpture, colour theory, and digital design.
- Collaborated with industry practitioners through portfolio showcases, strengthening concept development and presentation skills.

ACCOMPLISHMENTS

2023-2024 DesignTO Youth Cohort

2023 Globe and Mail Young Lions Finalist

2022 Soho House Toronto X Creative Futures Collective Mentee

Humber College Dean's Honours List (All semesters)

George Brown College Angela Musco LGBTQ+ Student Award