



EKENE ODUH

he/him

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WHO HE IS

Art Direction: 2 cups
Graphic Design: 1.5 cups

Mix well.

WHAT HE DOES

design **software** **cookies**

Social/Web	Photoshop	Snickerdoodle
Print	Illustrator	Brown Butter Toffee
Digital	InDesign	Chocolate Chip
OOH	Premiere Pro	
Logo	Figma	
Editorial		

WHAT HE'S DONE

YONGE & EIST **art director** 2024

- Spearheaded the development of a new brand and visual identity for Henry's Camera. Conceptualized, pitched and executed creative campaigns for a variety of channels while dramatically increasing both the quality and volume of delivered assets.
- Managed a team of designers to meet and exceed regular asset delivery goals and quality standards while overseeing brand creative.

RETHINK IDEAS **art director** 2021 - 2023

- Worked with various agency teams to create, present, and execute creative solutions for local and international brands and clients including Ikea, Blue Moon, Aero, Scotiabank, Freedom Mobile, Tangerine, and Kraft Heinz.

HUMBER COLLEGE **ad + graph** 2019 - 2021

- Developed concrete understandings of the principles of advertising and graphic design, through applied learning.
- Worked solo and in teams to create branding, campaigns, and experiences for a variety of simulated and real-world clients.

WHAT HE'S WON

- 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 Recipient

FUN FACTS

- It's pronounced like "Echinacea" but without the "cea".
- I love cats.
- I have an unfortunate cat allergy. :(

