

# EKENE OGBU

Multidisciplinary Designer & Art Director

## Contact

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## Summary

A curious creative with over 6 years of experience shaping creative strategy and execution for leading brands across fintech, FMCG, telecoms, and lifestyle. Skilled at building and mentoring high-performing teams while delivering brand experiences that drive growth. Blends marketing expertise with human-centered design to solve complex challenges and craft compelling visual narratives. Has led major campaigns for CBN, Fidelity Bank, Airtel, Diageo, and 20+ top brands. Passionate about fostering collaborative, innovative creative cultures that empower teams and inspire results.

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## Core Competencies

- **Creative Leadership & Culture Building:** Steering multidisciplinary teams, shaping creative culture, and elevating talent through mentorship and strategic direction.
  - **Brand Architecture & Strategic Positioning:** Defining brand narratives, identity systems, and long-term positioning that strengthen equity and market relevance.
  - **Integrated Campaign Development:** Leading insight-driven campaign platforms and multi-channel marketing strategies that deliver measurable business impact.
  - **High-Level Art Direction & Visual Craft:** Setting the creative vision and elevating visual storytelling across digital, print, film, motion, and experiential touchpoints.
  - **Experience Design & Scalable Design Systems:** Overseeing user-centric identity, UI/UX, and design frameworks that ensure consistency and intuitive brand experiences.
  - **Creative Strategy, Insight & Operational Excellence:** Leveraging consumer insights, design thinking, and agile operations to solve complex problems and optimize creative output.
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## Education

### Bachelor's Degree, Marketing

Swiss Management Centre University, Zurich  
2020 - 2022

### Coursea: Innovation Through Design:

#### Think, Make, Break, Repeat

The University Of Sydney (Coursera)  
2021

### Diploma in Advertising

O2 Academy, Lagos.  
2019

## Professional Experience

### **The Hook Creative Agency** **Position: Art Manager**

**Jan 2023 - Till Date**

- Lead the ideation and development of creative concepts for advertising, branding, and marketing campaigns.
  - Develop visual storytelling strategies that align with brand identity and campaign objectives.
  - Collaborate with creative teams, copywriters, and strategists to produce innovative and effective designs.
  - Present creative concepts to clients and internal stakeholders, articulating the vision behind the designs.
  - Oversee and guide the execution of visual elements, ensuring high-quality standards across all deliverables.
  - Direct photoshoots, video productions, and motion design projects to ensure visual consistency.
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### **The Hook Creative Agency** **Position: Senior Art Director**

**Jan 2023 - Jan 2025**

- Supervising the creative process, planning, and execution of digital campaigns with monitoring and creation of brand strategy documents.
  - Concept origination for creating visual communication materials.Campaign Art direction, design and execution.
  - Brand strategy, including the setting of style guides, brand guidelines, brand vision and value proposition for short as well as long term.
  - Worked on brands like Central Bank Of Nigeria (eNaira Digital Wallet), Fidelity Bank, Leadway, Suntrust Energies, Airtel, Diageo Etc
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### **Maxystuff UK (Redot Digital)** **Position: Creative Lead**

**July 2020 - Jan 2023**

- Lead brainstorming sessions with the creative team to create a digital battle plan to grow brand power, raise TOMA and brand penetration with an increase in market share.
- Supervising the creative process, planning, and execution of digital campaigns with monitoring and creation of brand strategy documents.
- Concept origination for creating visual communication materials.
- Creating and managing trade initiatives on e-commerce platforms for brands like Premier Cool, Morning Fresh, Carex Nigeria, Premier Care Nigeria, Cussons Baby, Grand Oak, Sandtex Paint, Dettol and International Breweries PLC.

**O2 Academy**  
**Position: Art & Design Instructor**

**Oct 2019 - June 2020**

- Train students on the concept origination of ideas.
  - Support students with presentation slides and art direction.
  - Brainstorming with students in understanding briefs and execution tactics.
  - Ensuring that the art direction and design communicates the idea.
  - Pitch preparation.
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**Nectar Beauty Hub**  
**Position: Senior Art Director**

**June 2018 - Aug 2019**

- Brand strategy, including the setting of style guides, brand guidelines, brand vision and value proposition for short as well as long term.
  - Planning and execution of all communications and media actions on all channels, including online and social media.
  - Assisting with product development, pricing and new product launches as well as developing new business opportunities.
  - Creating and managing promotional collateral to establish and maintain product branding.
  - Competitor and customer insights analysis.
  - Executing both digital and traditional advertising for brands like Miss Nigeria, Lavyanna, Flomar, Somma and lot more.
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**Aziza Design**  
**Position: Design Associate.**

**May 2017 - May 2018**

- Assist senior designers in concept origination for brand identity.
  - Creation of social media posts.
  - Assists with logo design options, mockups and also editorial materials.
  - Creation of explainer videos.
  - UI Design assets for senior designers
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**Key Achievements  
& Impact**

- Trained and mentored designers and advertising students, with many advancing to mid-level and senior creative roles
- Built creative team culture at The Hook Creative Agency resulting in improved collaboration and project delivery speed.
- Developed scalable design systems and brand guidelines for brands, improving brand consistency and reducing production time
- Established creative workflow processes that improved the agency's overall output and also doubled their clients and made them a major player within the Advertising space in Nigeria.