

hi, i'm an art director

AYODEJI AFE

Experienced Art Director skilled in developing insight-driven campaigns, social-first ideas and visual storytelling across brands including Coca-Cola, Mercedes-Benz, DHL, and Telekom.

WORK EXPERIENCE

Elbkind Reply - Art Director 2020-2026

- Developed cross-channel campaign concepts and visual systems for automotive, telecom, and logistics brands
- Turned strategic briefs into social-first storytelling, film, and design
- Built storyboards and presentations to align clients and teams
- Partnered with strategy, copy, and motion to deliver integrated campaigns

VIRTUE Worldwide - Intern 2019 (3 months)

- Responsible for coordinating daily operations to keep projects on track and running efficiently.

Ogilvy Berlin - Intern 2019 (3 months)

- Proactively developed innovative ideas and concepts tailored to our clients' needs.
- Responsible for managing daily business operations and ensuring smooth day-to-day processes.

Elbkind GmbH - Intern 2019 (3 months)

- Consistently generated forward-thinking concepts aligned with client objectives, while overseeing day-to-day operations to maintain efficiency and seamless workflows.

Leo Burnett - Art Director

2016-2017

· Created integrated campaigns and led visual development for regional and global brands, collaborating closely with copy to shape insight-driven platforms

TBWA\CONCEPT - Intern

2016 (6 months)

· Translated client briefs into compelling visual solutions, while coordinating daily operations to keep projects on track and running efficiently.

Diet234 - Freelance Illustrator

2015 (4 months)

· Created bespoke visual concepts and illustrations aligned with each client's brief and creative vision.

Shape You Africa - Illustrator

2015 (3 months)

· Developed original visual concepts and illustrations tailored to clients' briefs.

SKILLS

Logo design • Branding

Concept Development • Digital Marketing

Art Direction • Storyboarding

Illustration • AI Promptsmith

UI x UX

EDUCATION

Miami Ad School - Art Direction 2018-2019

O2 Academy - Art Direction 2015-2016

Covenant University - B.A.Sc. Physics 2009-2013