

P O R T F O L I O 2 0 2 0

Architect + Art Director

ADEJUMO ADEKUNLE GBOGBOADE

The Architectural Art Director



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ADEJUMO ADEKUNLE GBOGBOADE

“The Architectural Art Director”

Adejumo is a trained architect and art director, with over a decade of combined experience in both disciplines. He seeks to strengthen the connection between environmental design and brand imagery by creating and enhancing brand dominance in temporary and permanent spaces. Adejumo seeks to master interaction between space design and brand imagery to create amazing and unforgettable products, spaces and experiences.

As a natural team player, he enjoys working in teams and organizations where he can learn, improve and create new things have haven't been seen or experienced in the branding and advertising space.

Adejumo is driven and self motivated, ready to go the extra mile and seeks to out do himself in every task he engages in. He is a true designer by heart and always seeks to push the frontiers of design and user experience where he can.

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SPECIALISATIONS

Art Direction

*Brand Visual identity creation
Social media content creation
Construction Design drawings
Final Art Creation
Design to print
Production Design
ATL & BTL ideation and design*

3D Visualisation

*Interior and Exterior Renderings
Environment Animation walkthrough
3d product design Rendering*

Architecture

*Site Reconnaissance
Architectural floor plans, elevations
Architectural 3ds visualisations
Detailed construction drawings*

Software Skills

*CorelDraw
Photoshop
Adobe illustrator
AutoCad
Sketchup
Lumion
Keyshot
Twinmotion
Powerpoint*

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CURRICULUM VITAE

Contact Details

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Email: Xtrememist2gbo@gmail.com

Phone No: +234 813 564 0589

Date Of Birth: 12/08/1985

Sex: Male

State Of Origin: Osun State.

Discipline: Architecture And Art Direction.

QUALIFICATIONS

University Of Lagos

Master of Environmental Design Msc. [Architecture]
2008 - 2010

University Of Lagos

Bachelor of Environmental Design Bsc. [Architecture]
2004 - 2008

Nigerian Navy Secondary School, Navy town, Ojo.

West African Secondary School Certificate [WASSCE].
1996 - 2002

WORK EXPERIENCE

Patrickwaheed Design Consult (2011 - 2013)

Adejumo specialized in 2D & 3D Architectural Design & Site Reconnaissance. He was able to create exterior and interior floor plans, building sections, elevations, and then translate this information into 3d images for presentation/construction purposes.

Miliki Living lounge (2014 - 2015)

Adejumo specialised in interior 2D and 3D design as part of the creation and extension of this bespoke members only lounge. Interpreting brand elements into spaces, innovative use of building materials, lighting and finishing were the tipping points of this project.

Ohgee consulting (2015 - 2016)

Art direction, Branding, 2D & 3D Architectural Design, Site Reconnaissance were the tasks Adejumo handled in this office. He worked on the development of brands such as **Surebet, Jackson, etti & Edu, Clairgold petroleum, Megawatts** and **Keyword Christain centre.**

Platform Branding (2017 - 2018)

Art direction, Branding development, digital content, 2D & 3D Architectural Design, Site Reconnaissance, Design to print, Final art, Stage design and spatial planning. Notable brands worked on are **Sigma Pensions, Aiteo, Nigerian Football Federation, CAF awards, Satzenbrau** and **Connect Nigeria.**

Leo Burnett Lagos (2018 - Date)

Art direction, Branding development, digital content, Product design, 2D & 3D Design, Site Reconnaissance, Design to print, Final art, Restaurant and bar Redesigns, Construction drawings.
Brands worked on include **Heineken, Gulder, Star, Tiger beer, Goldberg, Fayrouz, Amstel malta, Malta Guinness, Hi-malt, Nasco Cornflakes, Nasco sandwich biscuits, Nasco dish/handwash, Brytex, Terra cubes, Lipton ice tea, Chivita and Pepsi.**

Sorry I forgot to smile during the photo session....

04

Please Click
the links



YOUTUBE ANIMATION LINKS

9MOBILE CONCEPT STORE:

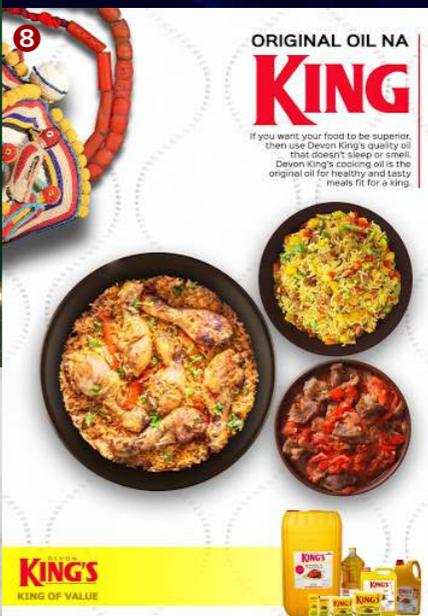
HEINEKEN ROOFTOP BAR 1:

PEPSI EXPERIENCE CENTRE CONCEPT DESIGN

BOMBAY OUTDOOR BAR PROPOSAL:

HEINEKEN DRIFT PARK CONCEPT DESIGN:

SMARTCITY HUB:



05

GRAPHIC DESIGN

1. Heineken Squash Graffiti
2. Heineken Festival design
3. Star Graffiti wall design
4. Sigma pensions billboard
5. Tiger Beer poster
6. Fayrouz table mat
7. Amstel malta Ultra
8. Devon kings oil poster
9. Greenwich flyer
10. Heineken Table talker



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GET READY FOR THE EXCITEMENT AS THE CHAMPIONS BATTLE FOR GLORY

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ADD FLAVOUR TO YOUR CITY

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LORD'S ACHIEVERS AWARDS 2020

- ADENRELE SONARINWO
- TOKUNBO ADETONA, DAMILOLA JEGEDE & JAY CHIKKEZE
- SAMUEL FERRY (BRODA SHAGGI)
- JOHN ADEWUSI & JOLA AYEYE
- SEGUN AWOSANYA (SEGALINK)
- SOMTO JEZUE ODUNAYO EWENIYI & JOSHUA CHIRUZZE
- IVIE TEMITAYO IBITOYE
- DR. NINI IYIZOBA

UNCAINED

Tiger Beer

The UEFA Champions League is Back
Buy 6 Heineken cans and win exciting prizes

STAR Radler
PREMIUM QUALITY

2019 CALENDAR

From the era of black and white TVs and ageless colours to the modern flat screen LEDs and psychedelic spaces, Berger Paints has been bringing your spaces to life with different shades of quality paints.

JANUARY							FEBRUARY						
SUN	MON	TUES	WED	THUR	FRI	SAT	SUN	MON	TUES	WED	THUR	FRI	SAT
30	31	01	02	03	04	05	27	28	29	30	31	01	02
06	07	08	09	10	11	12	03	04	05	06	07	08	09
13	14	15	16	17	18	19	10	11	12	13	14	15	16
20	21	22	23	24	25	26	17	18	19	20	21	22	23
27	28	29	30	31	01	02	24	25	26	27	28	01	02

Address: 352, Oba Alatan Avenue, Bepi Industrial Estate, PMB 21052, Bepi, Lagos State, Nigeria.
Email: customerservice@bergerpaints.com
Website: www.bergerpaints.com
Mobile: 08132246406, 07033379977, 08132264832, 07030836915
07030836915 (070023743724687), Tel: 09062486304

Own the flavour
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MALTINA
Vanilla Flavour
Pineapple Flavour

NON-ALCOHOLIC MALT DRINK

VANILLA & PINEAPPLE

TRY THE NEW LOOK Radler
STAR RADLER FOR DOUBLE REFRESHMENT!

NEW LOOK
NEW FLAVOUR

KEEP MOVING, FAILURES ARE BENDS NOT THE END

Gulder

fayrouz
PREMIUM SPARKLING SOFT DRINK

PINEAPPLE FLAVOUR

LITE IT UP!

STAR LITE

05

GRAPHIC DESIGN contd.

- 11. Aiteo Cup
- 12. Lord's Chocolate Gin
- 13. Lord's achievers award
- 14. Tiger Beer Graffiti!
- 15. Heineken UEFA poster
- 16. Star Radler banner
- 17. Berger paints 60th calendar
- 18. Maltine New variants
- 19. Star Radler BTL
- 20. Gulder Table talker
- 21. Fayrouz banner
- 22. Star Lite poster.



06

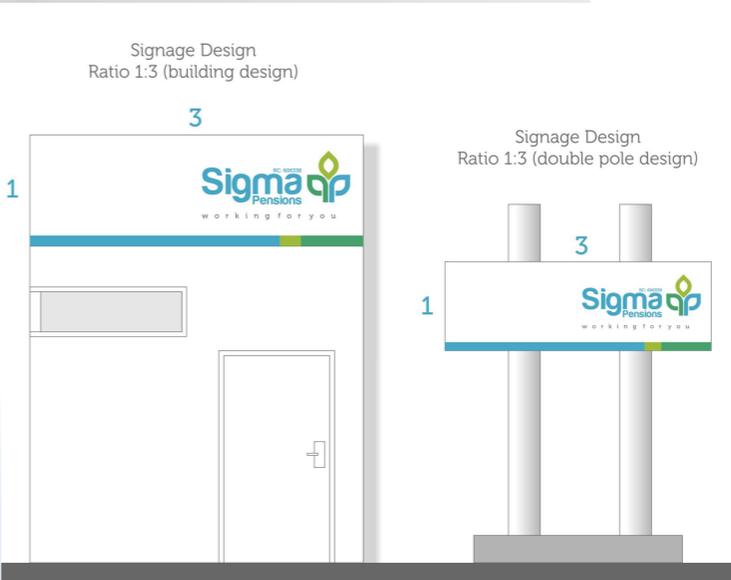
PRODUCT DESIGN

Nasco Sandwich biscuit

The brief stated was to rebrand the nasco sandwich biscuit to refresh the preception of the product and gain new customers. The design was completed up to print stage and is currently in mass production.

Nasco Dishwash and Handwash

The design covered the rebrand of the Nasco Plus dishwash and the beauty handwash variants. The brief mandated that the brand colours and existing logo be maintained and the new direction should be trendy and modern.



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BRAND IDENTITY CREATION

Satzenbrau Rebrand Proposal

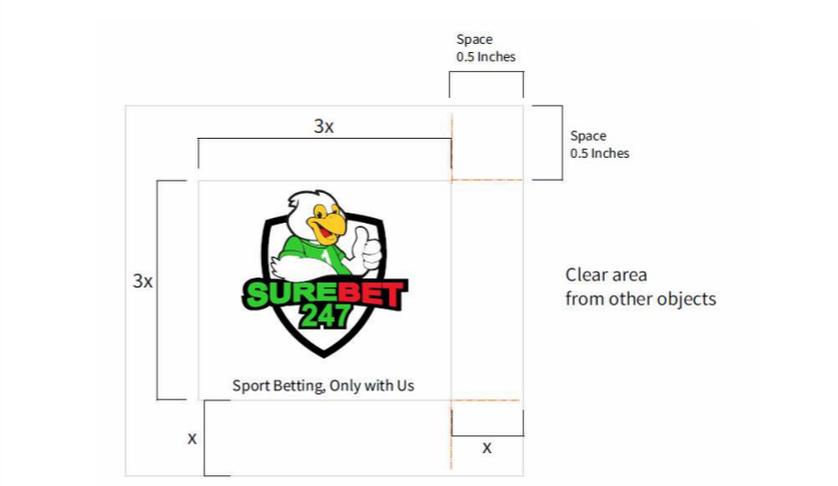
The design covered the rebrand of the Satzenbrau Brand. The design encompassed improving the existing iconic logo while introducing new colours to the design palette.

Sigma Pensions Rebrand

The sigma pensions rebrand was extensive. From a new logo, to a new brand visual architecture, to every single aspect of the brand visually. It was a 360 design rebrand.

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www.sigmapensions.com



Aiteo Cup
 The Aiteo Cup rebrand was a competition created by the aiteo petroleum company, which became a huge sponsor of the Nigerian football league. The Rise of champions campaign was a subsidiary of the cup.

<p>Green CMYK 73/0/100/0 RGB 50/205/50 HEX #32CD32</p>	<p>Deep Yellow CMYK 0/20/100/0 RGB 255/204/41 HEX #FFCC29</p>	<p>Red CMYK 0/100/100/0 RGB 237/50/55 HEX #E03237</p>	
<p>Black CMYK 0/100/100/0 RGB 0/0/0 HEX #000000</p>	<p>White CMYK 0/0/0/0 RGB 255/255/255 HEX #FFFFFF</p>		



07

BRAND IDENTITY CREATION contd.



Surebet Brand Creation
 The Surebet brand was one of the first betting brands in the country and was one time the largest betting website. The brand imagery had to depict the sport betting across various sports and platforms.



08

3D SPATIAL VISUALISATION

9MOBILE experience center concept

The Updated 9Mobile experience center is a concept to depict a new approach to spatial use of the existing experience center.

The brand visual assets remain unaltered but their use is varied to create a new and enriched experience.

Aiteo CAF awards

Stage Design for the 2017/2018 Aiteo CAF awards. Images show the 3d design and the actual final design used for the awards ceremony. The design consisted of floor plans, 3d animation and still images and site reconnaissance.



08

3D SPATIAL VISUALISATION contd.

Heineken Premium Outdoor design

Design submission was part of the overarching design proposals for premium high end restaurants and bars. The use of new Heineken creative assets and designs was used extensively as required for the space.

Heineken Drift Park design

Design submission speaks to Modern trade designs for various Heineken campaigns spread across the year. These vary from formula 1, to UEFA champions league, Rugby and Festive season.



Access Bank ATM design

This are presentation interiors proposed access bank atm lobbies, mobile and stationary atms. These were created prior to the most recent rebrand.



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3D SPATIAL VISUALISATION contd.

Pepsi Reception Lounge

The brief was to recreate the space that would speak to the Pepsi brand and still cut across as an official reception and lounge space. Use of the Pepsi colours, font and graffiti were applied according to the client's colour palette and taste.



Access Bank ATM design

This are presentation interiors proposed for the miliki living private lounge located in VI. The blend of African items and psychedelic lighting creates an ambience hardly seen in lounges in Nigeria.



09

BTL DESIGNS

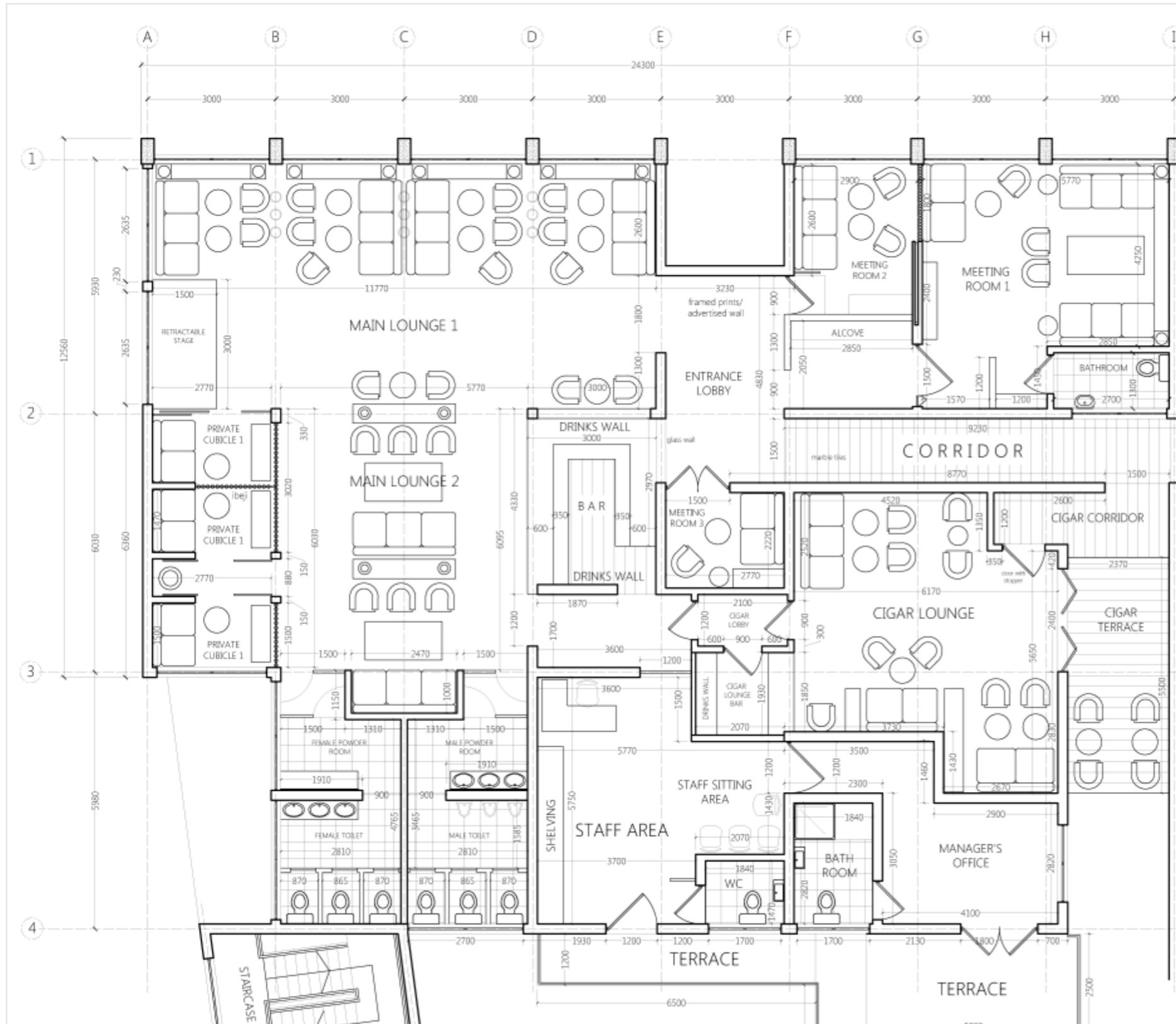
Chivita BTL

These cover modern trade designs across various chivita brands which were completed and produced according to design specifications. From conception to construction drawings.



Heineken BTL Design

Design submission speaks to Morden trade designs for various Heineken campaigns spread across the year. These vary from formula 1, to UEFA champions league, Rugby and Festive season.



Notes		
DO NOT SCALE FROM THIS DRAWING		
-The contractor is to verify all dimensions on site prior to the commencement of work. Any discrepancies are to be reported to the Architect immediately.		
-Contractors, sub-contractors and suppliers must verify all dimensions on site before commencing any works or producing any shop drawings.		
-All timber to be pressure treated with anti-fungal and anti-infestation or approved treatment.		
-Copyright reserved by Miliki Living		
Suffix	Revisions	Date
Client: TRINO STUDIOS		
Project: EXTENSION OF MILIKI LIVING		
Drawing Title: EXISTING FIRST FLOOR PLAN OF SGS OFFICE (PART PLAN A)		
drawn by: Gboagboade	scale: 1:75	
checked by: Mr Patrick		
date: OCTOBER 2014	drawing no:	
Revision:	MLK/TR/001	
MILIKI LIVING 7B ETIM INYANG CRESENT, VICTORIA ISLAND, LAGOS NIGERIA.		

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ARCHITECTURAL DRAWINGS

Miliki Living Floor Plans

This is an architectural first floor working drawing plan of the miliki living lounge. The Plan details the different sections of the layout including circulation spaces and staff spaces. The plan happens to be a renovation of an existing space.

Architect + Art Director

CONTACT DETAILS

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