



ABOUT ME

Jeffrey Akonedo, affectionately known as Jefak (Jeff Hxck), a seasoned Digital Creative and visionary problem solver. With a diverse background spanning the Entertainment, Information Technology, and Marketing industries, Jay is a tech-savvy virtuoso. His creative prowess transcends boundaries, breathing life into complex challenges.

Armed with a deep well of knowledge in Design and a penchant for creative direction, Jay has masterminded and executed an array of trans-formative projects. From steering Arts direction to spearheading Marketing Campaigns and Creative Executions, crafting compelling brand identities, orchestrating events, and directing impactful broadcasts. His journey is a testament to the boundless possibilities that emerge when creativity meets technical acumen.



EXPERIENCE

APR 2024 - JAN 2025

Purple Stardust, Intense Group

Senior Art Director

As Senior Art Director at Purple Stardust (Intense Group), I led visual direction, creating audience-centric designs. My role included conceptualizing visuals, photo manipulation, video direction, and editing, delivering diverse creative solutions. I inspired a talented team, fostering innovation and collaboration. Working with cross-functional teams, I aligned designs with business goals and presented visions to stakeholders. A key achievement was redefining insurance as fun, driving significant brand growth.

JAN 2024 - APR 2024

Optimum Exposures Limited

Assistant Storytelling Manager & Design Manager

As Assistant Storytelling & Graphic Design Manager at Optimum Exposures (Troyka Holdings), I led a creative team, collaborating with the Marketing Manager to deliver results. My role included drone photography, podcast production, social media design, pitching, visual storytelling, video editing, motion graphics, and art direction. I helped drive success for West Africa's largest OOH advertising company, with work overseen by senior leadership to align with company goals.

MAR 2023 - JAN 2024

Freelance /

Digital Creative - Brand, Communications Consultant

During my 8-month freelance journey, I pushed beyond my limits to expand my capabilities, delivering creative and innovative solutions that aligned seamlessly with client objectives. I collaborated with international partners, demonstrating strong communication and teamwork skills while streamlining processes to ensure consistent quality and reduce churn rates. My freelance work began with impactful branding and communications projects, including consulting in the political space during the 2023 general elections. Simultaneously, I managed multiple agency contracts and provided training to individuals and brands, elevating their design expertise. My skill set includes crafting compelling brand identities, designing presentation decks, and conducting market analyses to inform strategic design decisions.

SEPT 2022 - MAR 2023

O2 Academy Lagos

Art Direction Facilitator

As a mentor and instructor at O2 Academy Lagos, Nigeria's top brand communication school, I prepared students for the industry, guiding them from novice to mid-level in art direction and design. I nurtured their creativity, helped develop original concepts, and improved their design communication skills. I taught design theory, advanced Photoshop techniques like photo manipulation, and the principles of designing with briefs, strategy, and branding, fostering visual storytelling for print and digital media.

JUN 2022 - AUG 2022

Strada Media

Art Direction Lead

As the Team Lead for Strada Media in 2022, I excelled in interpreting and executing creative briefs, delivering innovative solutions across digital media, print, and out-of-home (OOH) executions. I coordinated a diverse design team, fostering collaboration and maintaining consistent quality across all projects. My responsibilities included leading brainstorming sessions, conducting user research, and enhancing cross-functional communication. Reporting directly to the CEO—even during the short contract period—I played a pivotal role in shaping the creative direction and driving the overall success of the team.

JEFFREY AKONEDO 'Jefak' THE EXECUTIONER

Designer

CONTACT

- www.jefak.pixsools.com
www.behance.net/akonedojeffrey
- Lagos, Nigeria.
- +234 703 440 9820
+234 811 774 2970
- jefak007@gmail.com

SKILLS

- Leadership ●●●●●●●●
- Communication ●●●●●●●●
- Mentorship ●●●●●●●●
- Conceptualization ●●●●●●●●
- Strategy ●●●●●●●●
- Design Thinking ●●●●●●●●
- Motion Graphics ●●●●●●●●
- Video Editing ●●●●●●●●
- Sound Design ●●●●●●●●
- Branding ●●●●●●●●
- Graphic Design ●●●●●●●●

TOOLS

- Photoshop ●●●●●●●●
- Illustrator ●●●●●●●●
- Adobe Audition ●●●●●●●●
- Premiere Pro ●●●●●●●●
- After Effects ●●●●●●●●
- In Design ●●●●●●●●
- FL Studio ●●●●●●●●
- Cuebase ●●●●●●●●
- Figma ●●●●●●●●
- Wordpress ●●●●●●●●

CERTIFICATIONS

Foundations of User Experience
(UX) Design - *Coursera*

Art Direction & Graphic Design
- *Petran Academy*

Total Brand Experience
- *O2 Academy, Lagos*

Get Started with Adobe Illustrator
- *Coursera*

Sound Design/Art Business &
Entrepreneurship
- *TAFTA, Terra Academy for the Arts*

Simple Infographic Design in Illustrator
- *Udemy*

Digital Marketing & Strategy
- *Google*

LANGUAGES

English ●●●●●●●●
Yoruba ●●●●●●●●
French ●●●●●●●●
Bini ●●●●●●●●

HONOURS-AWARDS

Best Graduating Art Director
- *O2 Academy Lagos, May 2022*

Overall Best Graduating Student
(Strategy, Art Direction, Copywriting,
Digital Marketing)
- *O2 Academy Lagos, May 2022*

HOBBIES



EXPERIENCE

MAY 2022 - JUN 2022

O2 Academy Lagos

Art Director - Graduate Intern

As a post-cohort intern at O2 Academy Lagos, following my cum laude achievement, I worked closely with diverse teams to transform creative briefs into compelling deliverables. I championed interdisciplinary teamwork, fostering improved communication and skill integration to achieve shared goals. Proficient in interpreting briefs, I ensured all projects aligned with client objectives. My responsibilities included project management, meeting deadlines, facilitating workflows, and coordinating team efforts. Dedicated to quality, I consistently reviewed and refined work to meet both client and agency standards. In a fast-paced agency environment, I embraced continuous learning, adapted quickly to challenges, and actively sought feedback to improve. I also contributed to brainstorming sessions, offering insights and innovative solutions that consistently exceeded client expectations.

FEB 2021 - DEC 2021

Freelance /

Brand Design & Social Media Design

As a freelancer I worked on several brands, their identities and social media design, while also sharpening my skills on music production and sound editing, and volunteering at the Living Faith Church HQ in Ota-Lagos. Right after this I registered for the Total Brand Experience cohort at O2 Academy Lagos where I graduated as Best Overall Graduating Student, Best Graduating Art Director. I was speeddialed into the Internship program, from where I was retained as a Facilitator.

DEC 2018 - JAN 2021

Afrique L'Timeline

Web Developer & Webmaster

I oversaw the development and maintenance of websites for Afrimeline.com and thenyn.tv. My responsibilities included executing structured SEO strategies, such as keyword research, on-page optimization, and meta tag management, to enhance site visibility and drive organic traffic. I promptly resolved technical issues and improved user experience through design enhancements, collaborating closely with designers to ensure alignment with branding goals.

SEPT 2017 - JAN 2018

Club Lavenda (Lagos)

Graphic Designer

EDUCATION

2011-2016

University of Benin, Nigeria.

Bachelor of Science - BSc, Computer Science

