



Fejiro Ovah

Art Director

📍 London, UK

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Languages

English (Native)

French (Work Proficiency)

Mandarin (Basic)

About

I am a Junior Art Director with a passion for crafting visually captivating stories. With a background in Physiological Sciences and a Master's in Creative Direction for Fashion Media, I bring a unique blend of analytical thinking and creative prowess to every project.

My multi-language proficiency allows me to bridge cultural gaps and connect with diverse audiences, enhancing the impact of my work. My works include, fashion ad campaigns, moving images and short films, photography, graphic design, brand imaging and production. I have worked with small businesses like Kustoms Clothing and established brands such as Condé Nast College of Fashion and Design, Stella McCartney, Jean Paul Gaultier, Jimmy Choo.

Having recently graduated from my Master's programme, I am eager to embark on new challenges in the world of Art Direction, particularly in London's vibrant luxury fashion and wellness industries.

However, I am open to relocation within Europe. I thrive on staying at the forefront of industry trends and am committed to excellence in art direction, creative project management media production, and brand strategy.

Let's connect and explore new horizons in the world of visual storytelling!

BRANDS WORKED WITH

- Condé Nast College of Fashion & Design
- Freelancer
- Kings Education
- Newcastle University
- Newcastle University Fashion Society
- Partner Films
- TEDxNewcastleUniversity

Experience



● Stylist and Creative Director

Freelancer | Jun 2021 - Now

- E-commerce styling with Kustoms Clothing
- Editorial styling for small businesses
- Photography
- Production management
- Art Direction



● Art Director

Condé Nast College of Fashion & Design | Oct 2022 - Sep 2023

- Offered design solutions for new logos, websites, and affiliated platforms.
- Acted as a brand guardian, collaborating with PR and Social Mediateams to create visual content aligning with brand visuals.
- Managed creative teams for content production and finalization.
- Pitched and executed 2 sub-brand identities and merchandise.
- Led the re-development of the brand book, encompassing brandimage, typography, identity, strategy, and material.



● Production Assistant

Partner Films | Jun 2023 - Jul 2023

- Supported executive producers and senior staff with day-to-day administrative and production duties.
- Assisted in scouting locations, ensuring they met clients' needs, and negotiating space usage and rates with owners.
- Contributed to budget analysis and made sure all jobs were on track.
- Utilised software such as PowerPoint, Keynote, and Excel for creative deck presentations and budget analysis.
- Finalised locations, oversaw creative briefing, and implementation to photographer and photo team members for various campaigns (Stella

McCartney Winter 2023 campaign and Jean Paul Gaultier xKNWLS campaign and Jimmy Choo Winter/Holidays 2023 Campaign.) Collaborated on high-impact, large-budget end-to-end marketing campaigns across multiple touch points



● **Summer School Activity Manager**

Kings Education | Jun 2022 - Aug 2022

Inducted, trained and supervised a team of 15 activity leaders. Coordinated and managed all social media channels.

Planned for and provided a wide range of daily activities and evening social events.

Successful management and planning of social events with budget restrictions.

● **Editorial Director**

Newcastle University Fashion Society | Oct 2021 - Jun 2022

Supervised creative and production teams to accomplish all monthly editorial campaigns, visuals and short films were executed within deadline winning best employee twice.

Oversaw all aspects of editorial, from conceptualization and execution to production and post-production.

Sourced and collaborated closely with photographers, stylists, and make-up artists to ensure top-notch work aligned with the brand identity.

Creatively directed and produced its first digital (virtual) fashion show in 2021 (pandemic) and in person fashion show in 2022.

● **Vice President**

Newcastle University Fashion Society | Jun 2021 - Jun 2022

Developing a compelling the society's brand identity and its strong vision statements that align with the society's values and principles.

Together with the President, I worked on managing a well-communicated expression of NUFS, both outward and inward, while also expanding the society to achieve greater goals.

Directing and supervising the rest of committee in order for the brand's vision to be met.

Setting the yearly editorial team.

Administrative work



● **Social Media Intern**

Newcastle University | Dec 2021 - May 2022

Responsible for content creation and management of all affiliated social media accounts (Facebook, Instagram and Twitter), in collaboration with 3 other employees.

Rebranded company website and brand identity.

Wrote articles for the brand's blog/website.

Used google analytics to determine engaging content and will use WordPress to edit the blog.

● **Social Secretary**

Newcastle University Fashion Society | Jun 2020 - Jun 2021

As NUFS Social Representative, my responsibilities were to make everyone in NUFS feel comfortable and closer to each other through different activities and events.

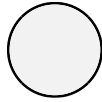
This was be done through social events e.g. movie nights to costume parties.

Collaboration with other societies to organise joint events.

Inviting and organising external speakers to give fashion related talks to

students.

Oversaw our contacts books which included venues, vendors.



- **President**

TEDxNewcastleUniversity | Aug 2020 - Jun 2021

One of my duties was to plan amount of tedxcircles per moth and del-
egate speakers from the committee to run them I also was a host at the
TEDxNewcastleUniversity 'imagine a world' conference.



- **Course Representative**

Newcastle University | Oct 2019 - Apr 2020

Education & Training

2022 - 2023 ● **Condé Nast College of Fashion & Design**

Master of Arts - MA,

2021 - 2021 ● **Condé Nast College of Fashion & Design**

Certificate,

2021 - 2021 ● **Business of fashion**

Certificate,

2019 - 2022 ● **Newcastle University**

Bachelor of Science - BS,

2017 - 2019 ● **Cardiff Sixth Form College**

WJEC A-Level certificate,

2012 - 2017 ● **British International school, lagos**

CIE - IGCSE Certificate,