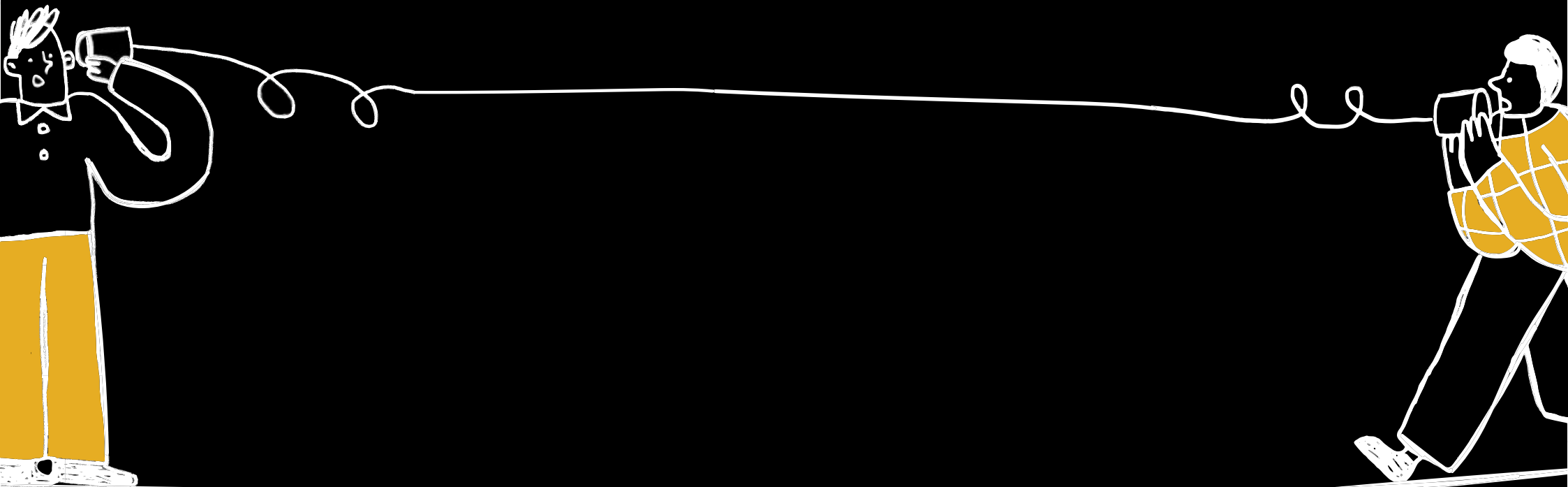




Adewunmi
KHAY

Brand and Design + Creative



ABOUT ME

I'm Adewunmi Kayode, a creative professional with a passion for crafting cohesive brand and product experiences. I specialize in uncovering a brand's core essence and strategically aligning it with business goals to enhance brand equity and drive growth.

My approach centers on developing impactful, memorable experiences that connect with the target audience and support long-term business success.

  @adewunmikhay



Resume

Professional Experience

Team Lead, Creative Services

Lead UI/UX & Creative Designer (2021 - 2023)

ARM Hold Co. - Financial Services

January 2021 – Present

- Led a team of designers and creatives to develop and execute ARM rebrand and marketing tactics across multiple platforms, including TV, digital, print, and OOH.
- Spearheaded the design and launch of the ARM brand campaign, resulting in a 25% increase in brand visibility and a 15% growth in customer engagement metrics.
- Optimized the creative process, reducing project turnaround times by 20% while maintaining high standards of quality and innovation.

Snr. Art Director/Brand Assistant

Landmark Africa - Hospitality and Real estate

May 2017 – Jan 2021

- Directed the creative vision for hospitality and real estate projects, ensuring consistent and visually appealing brand representation across all marketing materials.
- Led the design of creative direction for Landmark Beach from ideation stage to welcoming 3 Million annual visitors, and contributing to a 60% increase in revenue in its first year of operation.
- Managed a team of designers, overseeing the creative process from concept development to final execution.

Art Director

DMI Interactive - Brand Optimization Agency

March 2015 - April 2017

- Led creative strategy and execution for brand optimization projects for Etisalat in Northern Nigeria, enhancing brand visibility and market positioning through direct marketing.
- Designed visual concepts and oversaw digital, print, and OOH campaigns, ensuring alignment with client objectives.
- Acted as the main creative liaison, translating client goals into compelling visuals across multiple platforms.

Graphic Designer

Aries Image Media - Outdoor Ad Agency

2009 - 2010

- Designed and developed visual content for outdoor advertising campaigns, contributing to impactful client promotions.
- Collaborated with senior designers and marketing teams to create high-quality print and digital materials, ensuring brand consistency and message clarity.
- Assisted in the production of billboard designs, transit ads, and other large-format media

Graphic Designer Trainee

UltraComms - Design Studio

2007 - 2009

Education

Master of Business Administration (MBA)

University of Lagos, Nigeria

Bachelor of Science (BSc) in Banking and Finance

Kogi State University, Nigeria

Core Competency

- Brand Identity & Strategy
- Product Design (UI/UX)
- Environmental Design
- Art Direction & Visual Communication
- Consumer Behaviour Research
- Campaign & Go-To-Market Strategy
- Leadership & Team Management

Notable Achievement

- Managed the creative direction of 3 TVC and 1 animated campaign video for ARM Brand campaign
- Led the rebranding of ARM, resulting in a 20% increase in brand awareness.
- Designed and managed Lagos' first in-city beach branding, attracting 3,000+ weekly visitors.
- Manage and art directed the design of ARM One mobile app.
- Boosted participation to over 5,000 individuals at the RFTF event per year.
- Developed sustainable packaging for McRabbit underwear brand.

Creative

ARM One Brand Identity

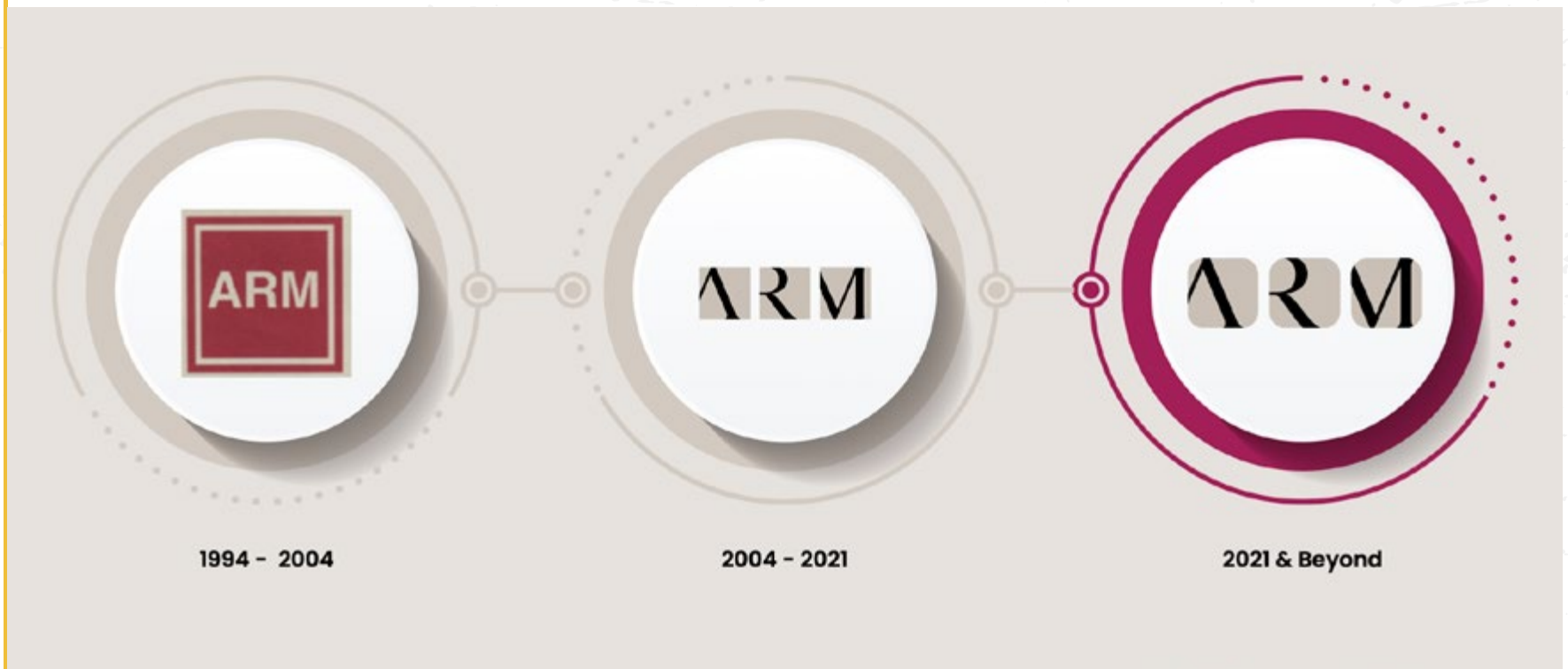
#Case Study

Direction

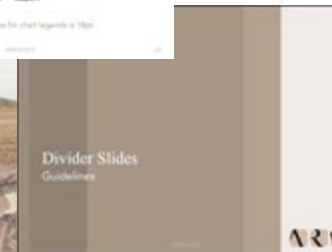
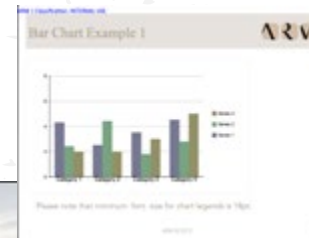
Joining ARM

In 2021, I joined Asset Resource Management (ARM), Nigeria's leading non-banking financial institution with over N2 Trillion AUM. Tasked with transforming the brand, I led a creative overhaul to develop and implement a refreshed strategy that aligned with ARM's vision.

This comprehensive rebranding spanned all touchpoints - digital platforms, products, and customer communications. The result was a bold and modern identity that not only strengthened ARM's market position but also redefined how clients engage with the brand.



The Old ARM Brand



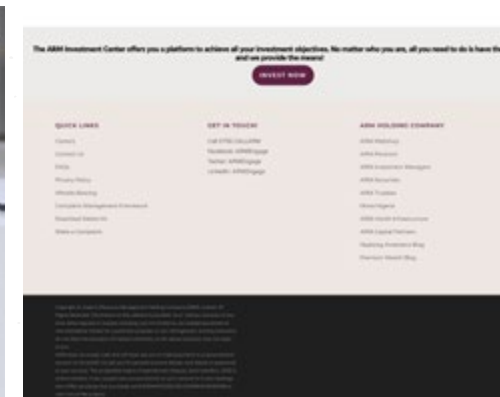
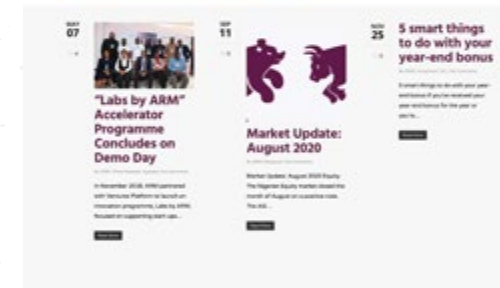
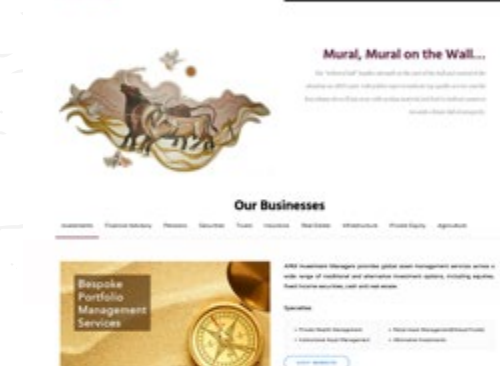
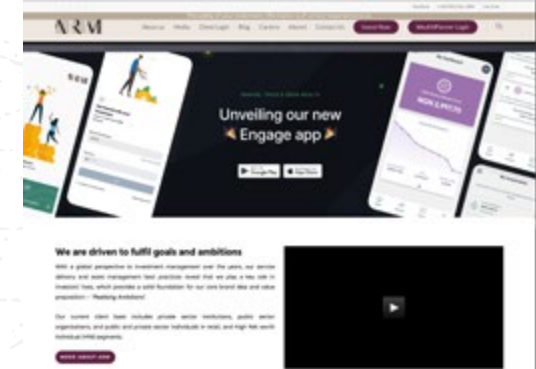
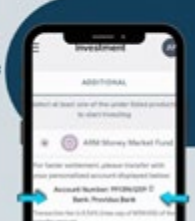
Our Mission

We seek optimum wealth creation opportunities for those who entrust us with their assets.

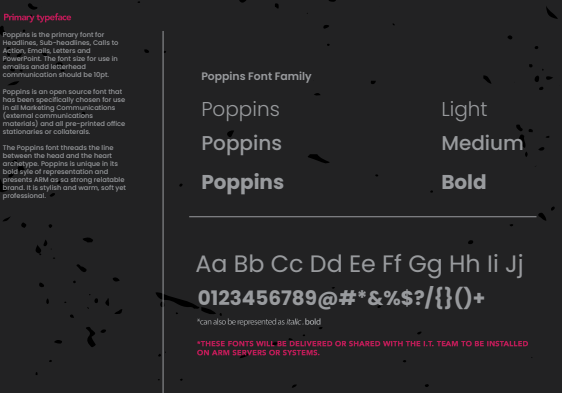


Never miss market and investment opportunities.

Fund your account with your UNIQUE ACCOUNT NUMBER and see value in minutes.



ARM Brand Guidelines



Pitch Deck



The **ARM**
Investment
Club

Invested in your tomorrow



Overview of the ARM Group

Founded in 1994, ARM is a leading and diversified Nigerian financial services firm with primary interest in traditional asset management, real estate and specialised funds across major sectors. ARM is Nigeria's largest and most reputable non-bank financial services provider.



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graph TD
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    ARM --> ARMAM[ARM Asset Management]
    ARM --> ARMRE[ARM Real Estate]
    ARM --> ARMSP[ARM Specialised Funds]
    ARM --> ARMF[ARM Finance]
    ARM --> ARMH[ARM Health]
    ARM --> ARMTE[ARM Technology]
    ARM --> ARMG[ARM Gaming]
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    ARM --> ARMT[ARM Transport]
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Group Funds Under Management (Dec 2022)
N1.6 trillion



"AA"
2022 Fund Manager Rating
by Agency & Co.



Over 1 Million clients
group-wide



Over 800
Professional Staff

invest in your tomorrow



The ARM Group Identity



Mission

We seek optimum wealth creation opportunities for those who entrust us with their assets.



Vision

To be the preferred financial partner in Africa providing access to global wealth creation opportunities.



Core Values

Ambition: We are driven by our vision of the future. It inspires us, motivates us and keeps us focused on what really counts, working together to transform goals into reality.

Proximity: We have a deep understanding of the need and aspirations of both our clients and the marketplace, as well as the challenges of fulfilling both.

Impact: Our value is measured by the degree of positive change we bring about. We strive to make a difference to the people who believe in us – our clients, shareholders, business partners and staff.

Truth: Honesty, trust and integrity are at the heart of everything we say and do. We keep our promises.

Integrity is your tomorrow



ARM

ARM Labs Innovation Program



ARM Labs
by ARM

In 2018, ARM partnered with Ventures Platform to launch the Labs by ARM Accelerator Programme (later renamed the ARM Labs Innovation Program), an incubation program focused on early-stage Nigerian startups. Through this program, ARM supports selected startups to commercialise and grow the distribution of their products and services.

Presently, the ARM Labs Innovation Program is run in partnership with venture building firm Green ICE Capital Partners, and invests \$50,000 for 6% equity stake in the selected startups. The startups benefit from advisory, mentorship and market access amongst others, all aimed at exponentially growing the companies within the short timeframe.

ARM was awarded the Corporate Startup Stars Award in the midkap startup stars category for its work with the ARM Labs Innovation Program in 2020.



Involved in your Innovation

ARM Labs Innovation Program

Put AXP startups at significant benefit to improve or grow ARM's business

Total Funding \$410k Vital funding provided to startups globally	\$2M Combined portfolio investment as of 30th June 2012
---	---

Funding

Total Funding VS Current Valuation

ARM Labs Innovation companies

4

Accelerator programmes held

21

Startups supported (all companies that have gone through accelerator)

12

Equity investments made

21

Founders tutored through the Ecosystem Dialogue series.

150+

Founders tutored through the Ecosystem Dialogue series.

(total in post-Innovation)



About Techstars

ARM Labs Lagos techstars_ Accelerator

In 2022, ARM partnered with TechStars, a US Seed Accelerator, to launch the ARM Labs Lagos Techstars Accelerator Program. This international accelerator program provides \$120,000 investment, together with mentorship and strategic support, to pre-seed and early-stage startups in Africa and beyond. The program aims to help post-MVP and growth phase startups advance their companies and become investment-ready. With the support of TechStars' 5,000+ mentors, 100+ corporate partners and thousands of investors, the ARM Labs Lagos Techstars Accelerator Program offers greater value, visibility, and influence to enrolled startups.

[Enroll in your timeline](#)



About Techstars

2006 Founded in Boulder, CO	54 Active accelerator programs	38 Cities
3,340 Graduate Companies	8,000+ Graduate Founders	5,500+ Active Accelerator Mentors
20 Graduate Unicorns (\$1B+ Valuation)	\$23.9B Total Funding	\$96.6B Cumulative accelerator graduate market cap

>\$1 Billion Valuation

>\$100 Million Valuation

Invest in your location

Who Should Invest?

- Long Term investment horizon
- Genuine interest in tech ecosystem and supporting entrepreneurs
- Comfortable with uncertainty
- High Risk profile
- Sophisticated/financial savvy investors
- Strong economic base

Why Invest?



- Invest easily and transparently
 - The investors will handle majority of administration and paperwork on behalf of clients
 - Online monitoring of investments through investment dashboards
- Grow your network
 - Build relationships with valuable entrepreneurs and follow successful investors.
- Access top deals
 - Experienced partners with strong track record of performance
 - Get early access to premium investment opportunities
 - Diversify your existing portfolio
- Give back
 - Opportunity to serve as mentors to startups within our accelerator programs, providing your experience, expertise and network to help the startups grow.
- Improve your risk return ratio
 - Thorough vetting of startups and founders
 - Active management and coaching for immediate
 - Leverage our operating expertise and networks of ARM and Techstars

invested in your business



ARM Product Branding



Logo Options

Option One

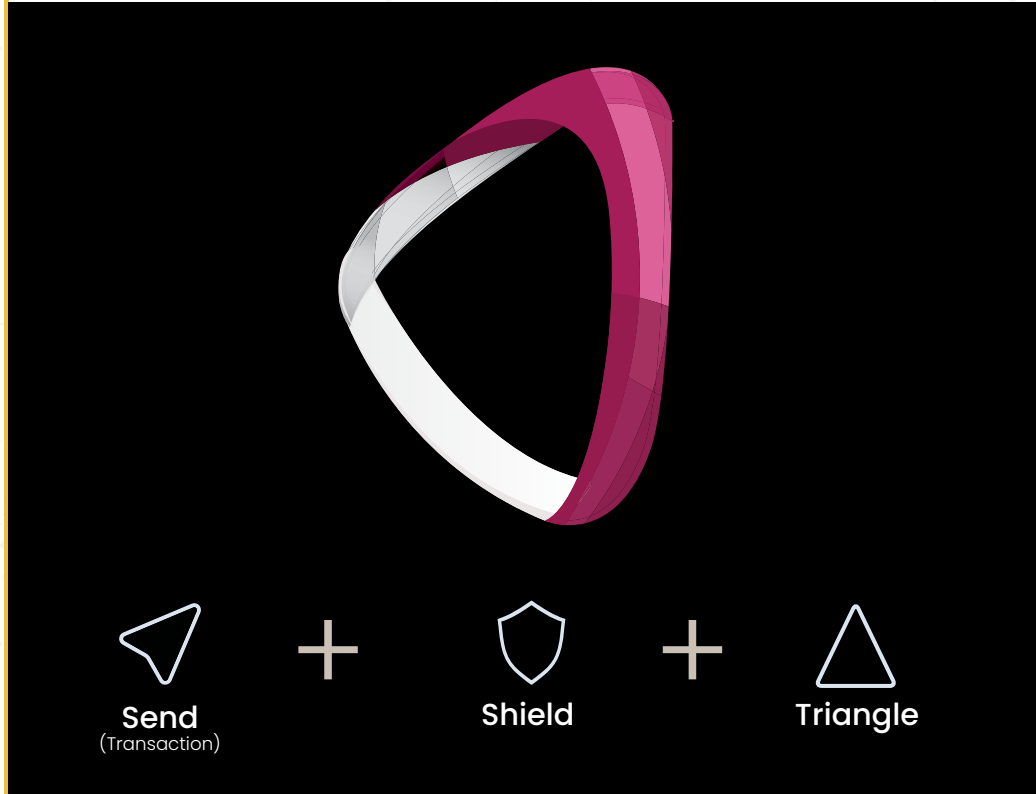


Option Two



The Logo

The design features three key elements: the Send icon, the shield, and a triangle. These symbols represent a fusion of speed, security and futuristic element, resulting in holistic global solutions. We crafted the symbol using a modern and minimalist approach, giving it a subtle 3D effect for added depth and sophistication.



Futuristic

Modern

Minimal

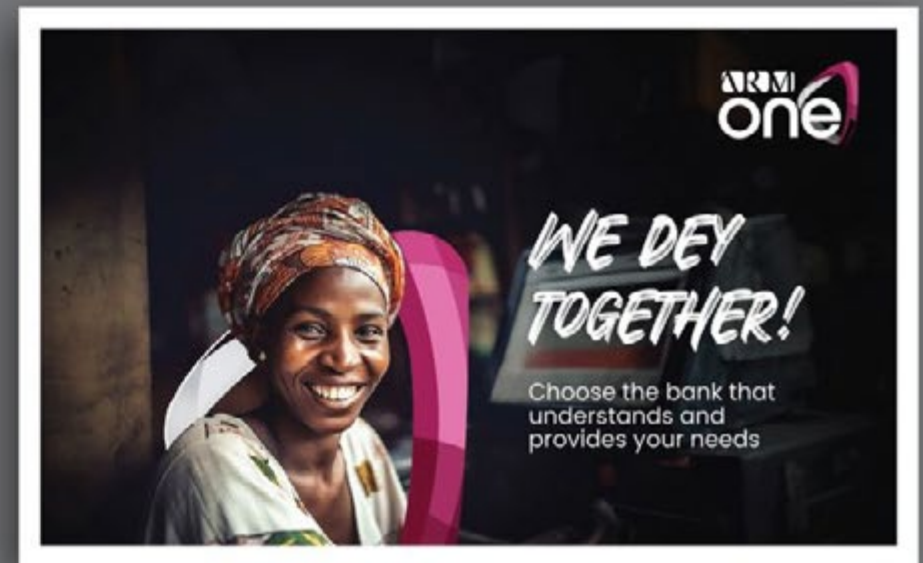
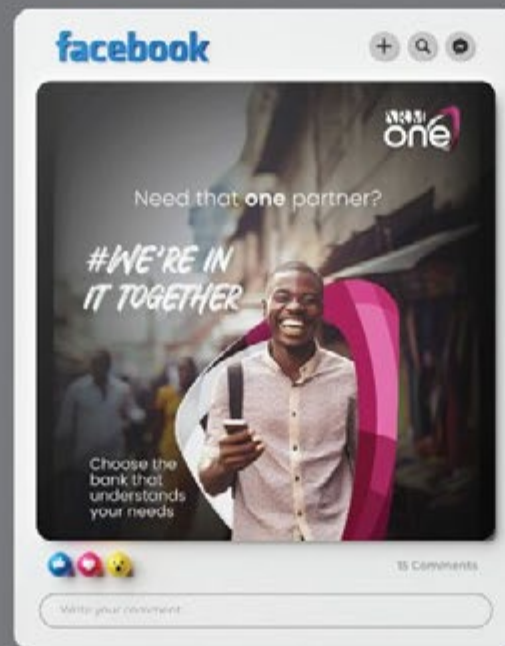
Creative



Stationeries



Campaign Banners



Mockups



Mockups



UI
JX

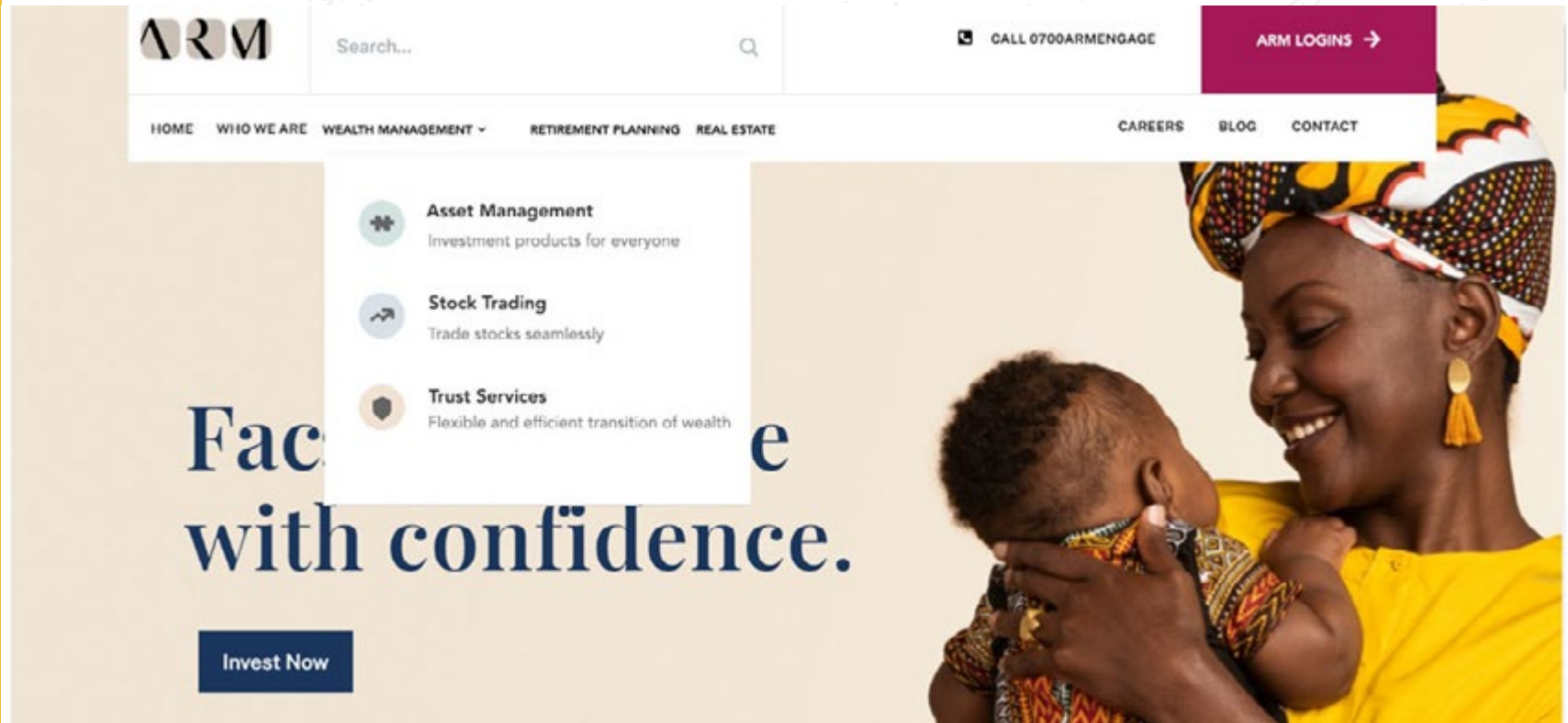
ARM Website

www.arm.com.ng

#Case Study

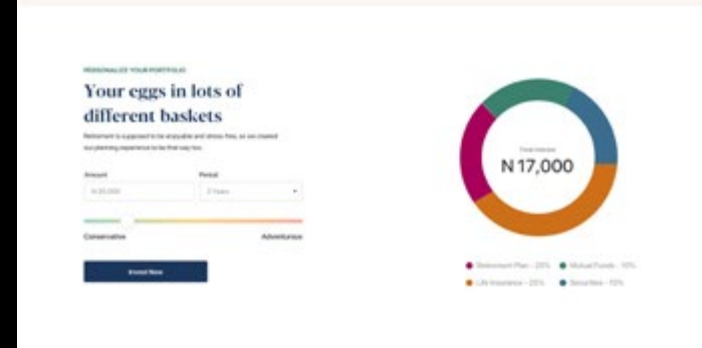
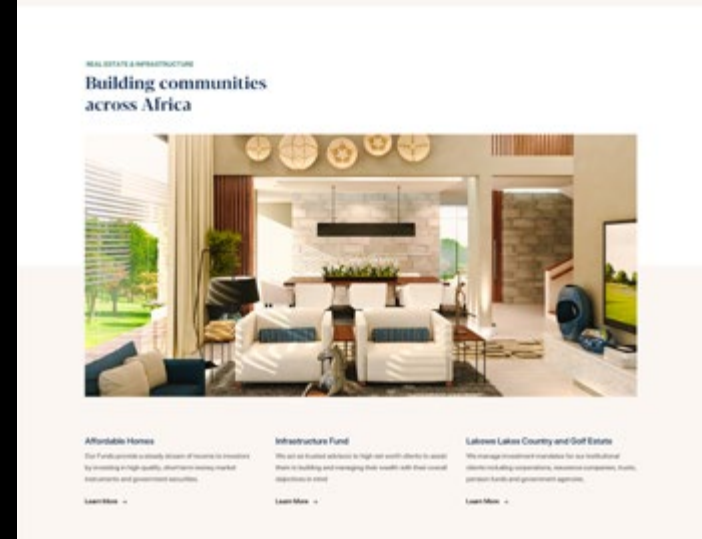
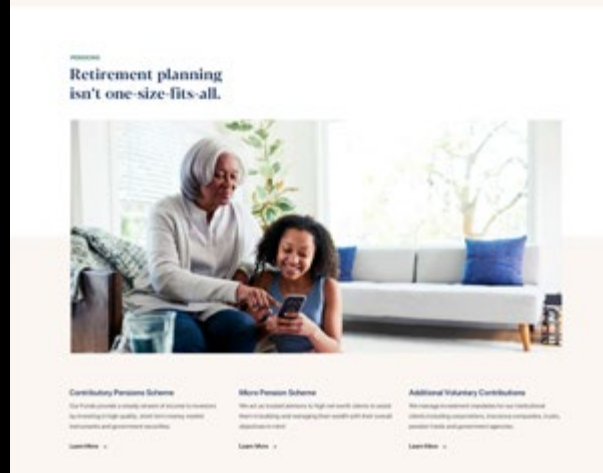
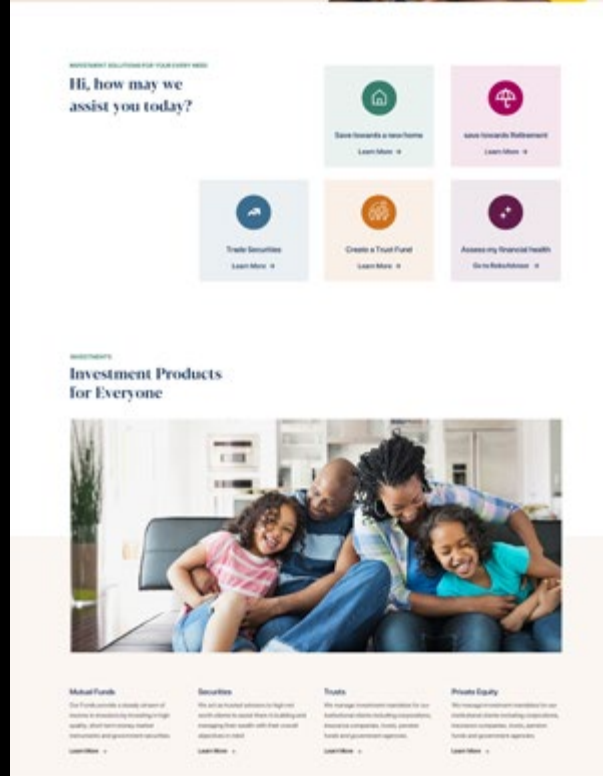
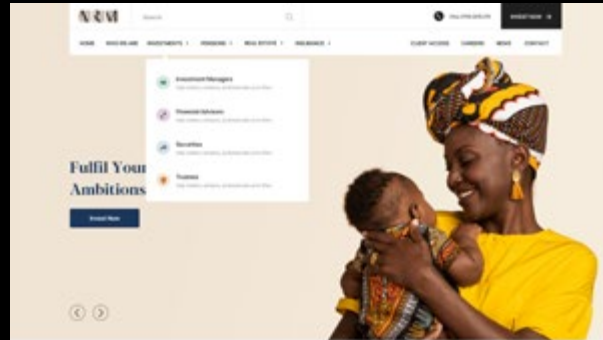
Design

ARM Group Website

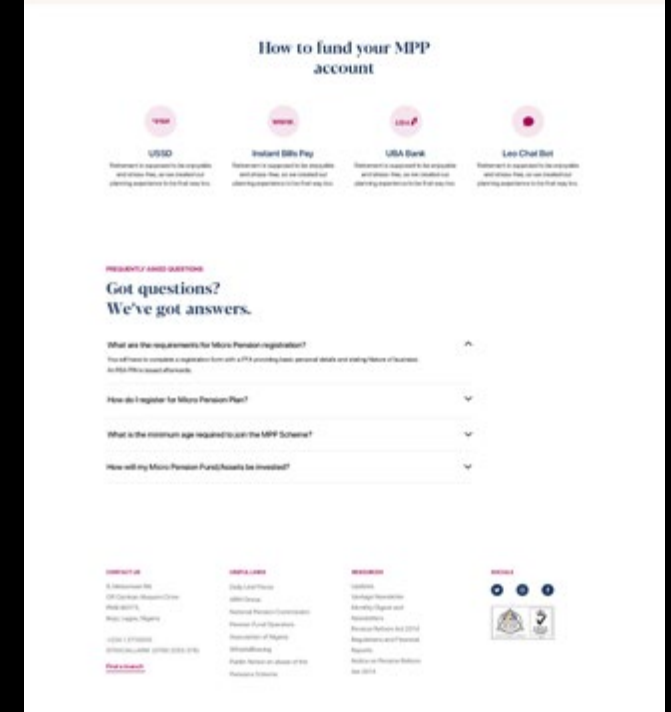
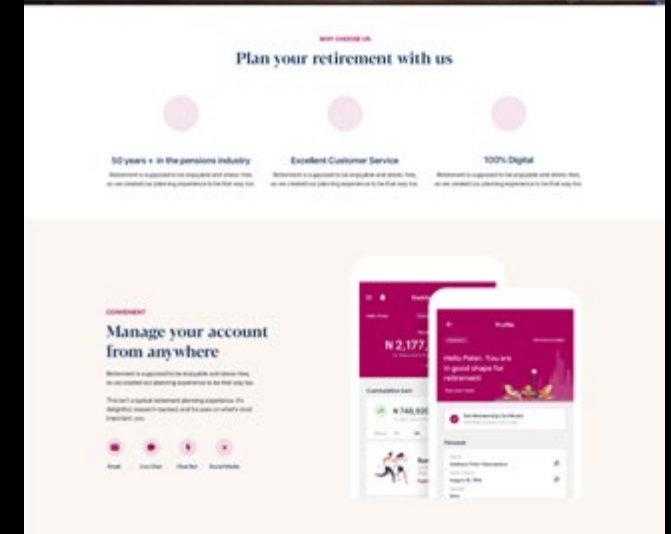
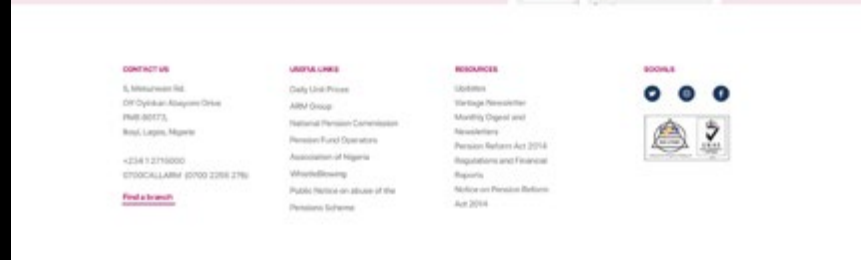
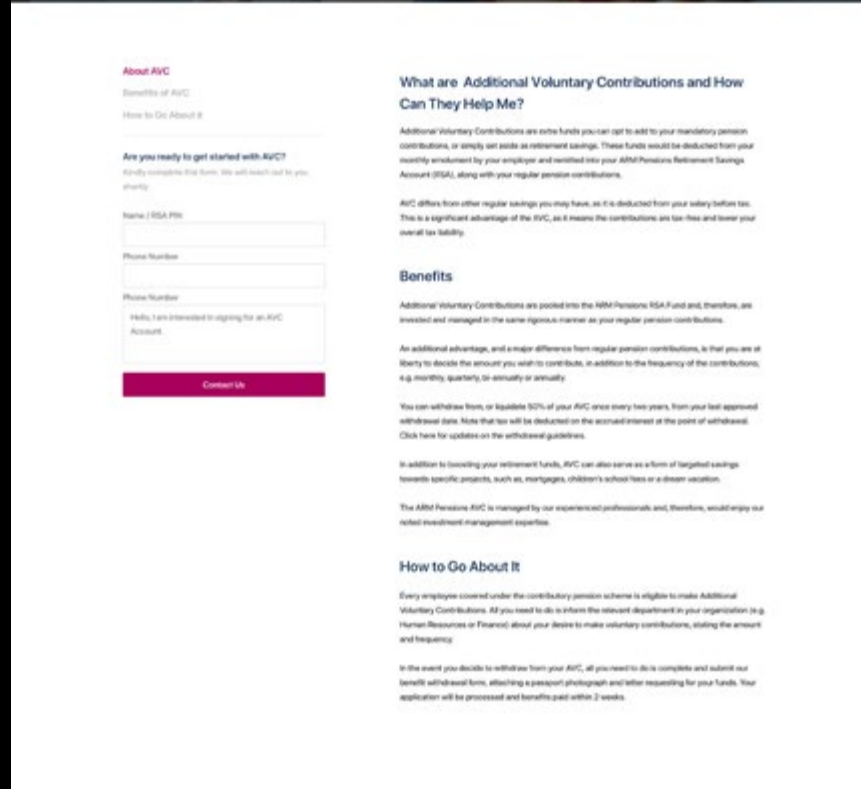


ARM Group Website

www.arm.com.ng



www.arm.com.ng



ARM Group Website

www.arm.com.ng

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Brand

ARM One
Animated Video

#Case Study

Campaign

Animated Campaign

Storyboard

We created short animated stories, associating special moments with the idea of investing. We depicted a reunion scene and all the set-up scenes take place in the everyday life.

 **Toon Boom arm storyboard**

Page 2/11

Scene	Duration	Panel	Duration
1	32:00	4	01:00



Scene	Duration	Panel	Duration
1	32:00	5	01:00



Dialog
They like to look good and have fun.?

Scene	Duration	Panel	Duration
1	32:00	6	01:00



 **Toon Boom arm storyboard**

Page 3/11

Scene	Duration	Panel	Duration
1	32:00	7	01:00



Scene	Duration	Panel	Duration
1	32:00	8	01:00



Scene	Duration	Panel	Duration
1	32:00	9	01:00



 **Toon Boom arm storyboard**

Page 9/11

Scene	Duration	Panel	Duration
1	32:00	25	01:00



Scene	Duration	Panel	Duration
1	32:00	26	01:00



Scene	Duration	Panel	Duration
1	32:00	27	01:00

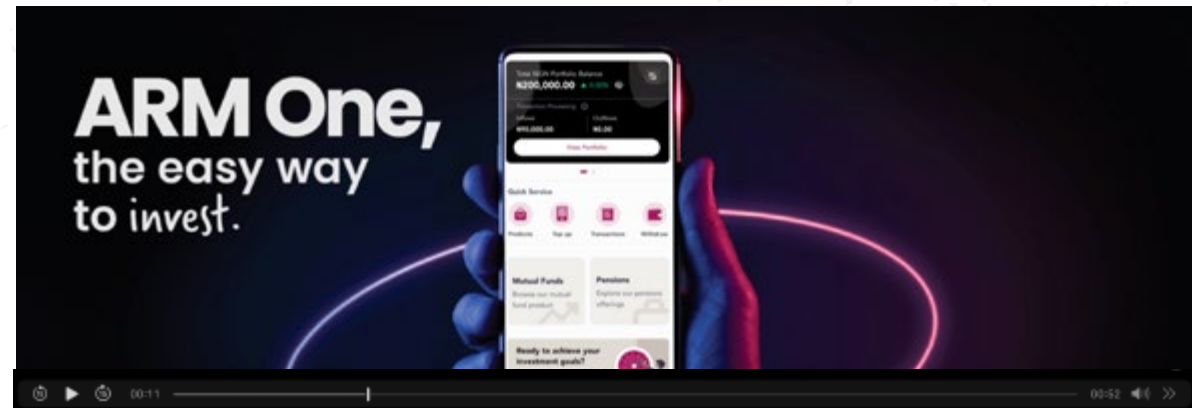
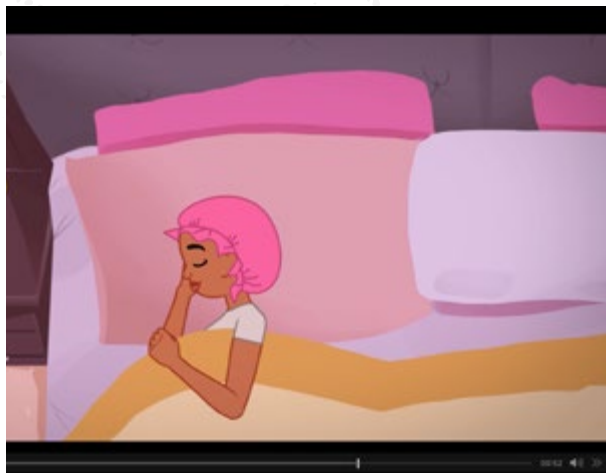


Animated Campaign

Cinematics



Final Cut



We created short animated stories, associating special moments with the idea of investing. We depicted a reunion scene and all the set-up scenes take place in the everyday life.

TVC

Unlock Your Wealth Creation Journey campaign



TVC

Invested in your tomorrow campaign



Campaign Banner



Confidence built on trust

The best way to secure the future
is with a partner you trust.



Invested in your tomorrow

[Learn more](#)

Investment Managers | Trustees | Pensions | Securities | Agribusiness | Real Estate | Infrastructure



Confidence built on trust



The best way to secure the future
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Invested in your tomorrow

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Confidence built on trust

The best way to secure the future
is with a partner you trust.



Invested in your tomorrow

[Visit: **www.arm.com.ng**](#)

Investment Managers | Trustees | Pensions | Securities | Agribusiness | Real Estate | Infrastructure

Editorial

ARM Digest Magazine Publication

#Case Study

Design

ARM Digest Newsletter

The newsletter's objective is to raise awareness among internal and external stakeholders about the organisation's activities and events, while staying informative.



ARM Digest Newsletter



The newsletter's objective is to raise awareness among internal and external stakeholders about the organisation's activities and events, while staying informative.



ARM Digest Newsletter



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The newsletter's objective is to raise awareness among internal and external stakeholders about the organisation's activities and events, while staying informative.



OOH

OOH Ads

Boards and Hoarding

#Case Study

Campaign

OOH Board



OOH Board



OOH Board



OOH Board



OOH Board



Experiential

RFTF

Event and Sponsorship

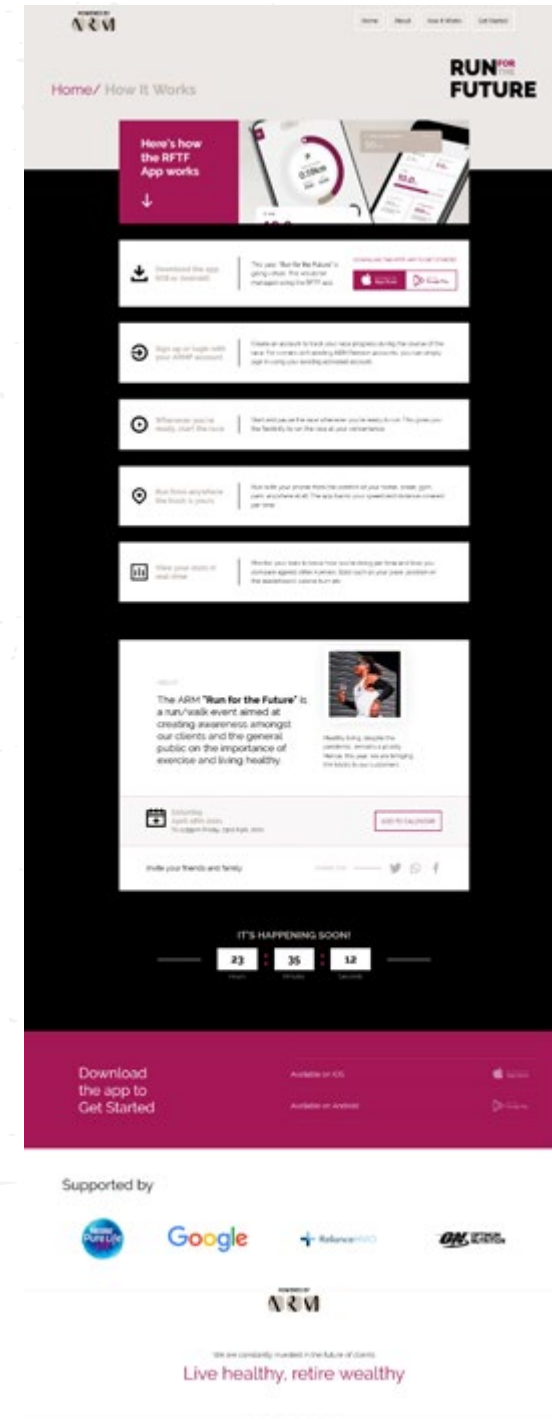
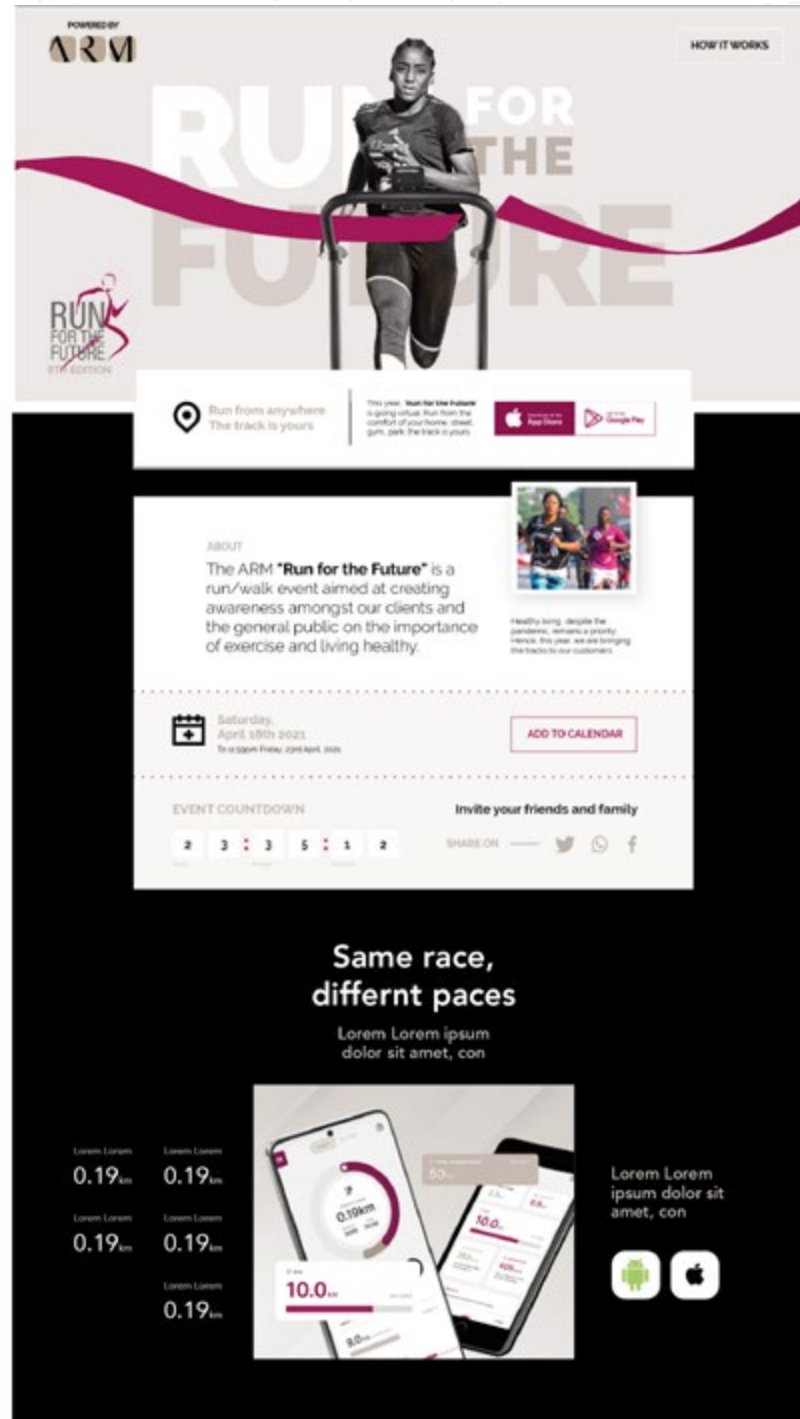
#Case Study

Design

Homepage

The ARM Run for the Future is a 10km race aimed at creating health and fitness awareness amongst the business client and general public. It welcomes over 5000 participants every year.

rftf.arpension.com



Run For The Future

2022 RFTF



ARM

RUN FOR THE FUTURE

23 April, 2022

Falomo square shopping mall, Ikoyi, Lagos

Race Starts @ 7am

Register

We will donate 1000 naira each on behalf of the first 2,000 registrations to the Sickle Cell Foundation Nigeria



ARM

RUN FOR THE FUTURE

ARE YOU READY?

23 April, 2022

Falomo square shopping mall, Ikoyi, Lagos

Race Starts @ 7am

Register

We will donate 1000 naira each on behalf of the first 2,000 registrations to the Sickle Cell Foundation Nigeria



ARM

It's time to Run For The Future!

LACE YOUR SHOES

and get ready

23 April, 2022

RUN FOR THE FUTURE



ARM

ON YOUR MARK

It's time to Run For The Future!

23 April, 2022

RUN FOR THE FUTURE

Register

The ARM Run for the Future is a 10km race aimed at creating health and fitness awareness amongst the business client and general public. It welcomes over 5000 participants every year.

rftf.arpension.com

Run For The
Future

2022 RFTF



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Run For The
Future

2023 RFTF



RUN FOR THE FUTURE
FUN FEST EDITION

Free T-shirts
+ Lots of prizes to be won

18th March 2023
Venue: LTV Blue Roof, Ikeja, Lagos

REGISTER HERE >



RUN FOR THE FUTURE
FITNESS FUN FEST

18th March 2023
Venue: Muri Okunola Park, Victoria Island, Lagos.

onsite registration starts by 6 am

Free T-shirts
+ Lots of prizes to be won

REGISTER HERE >



RUN TO THE FINISH,
party like a champion

18th March 2023
Venue: LTV Blue Roof, Ikeja, Lagos

REGISTER HERE >



RUN FOR THE FUTURE
FUN FEST EDITION

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RUN TO THE FINISH,
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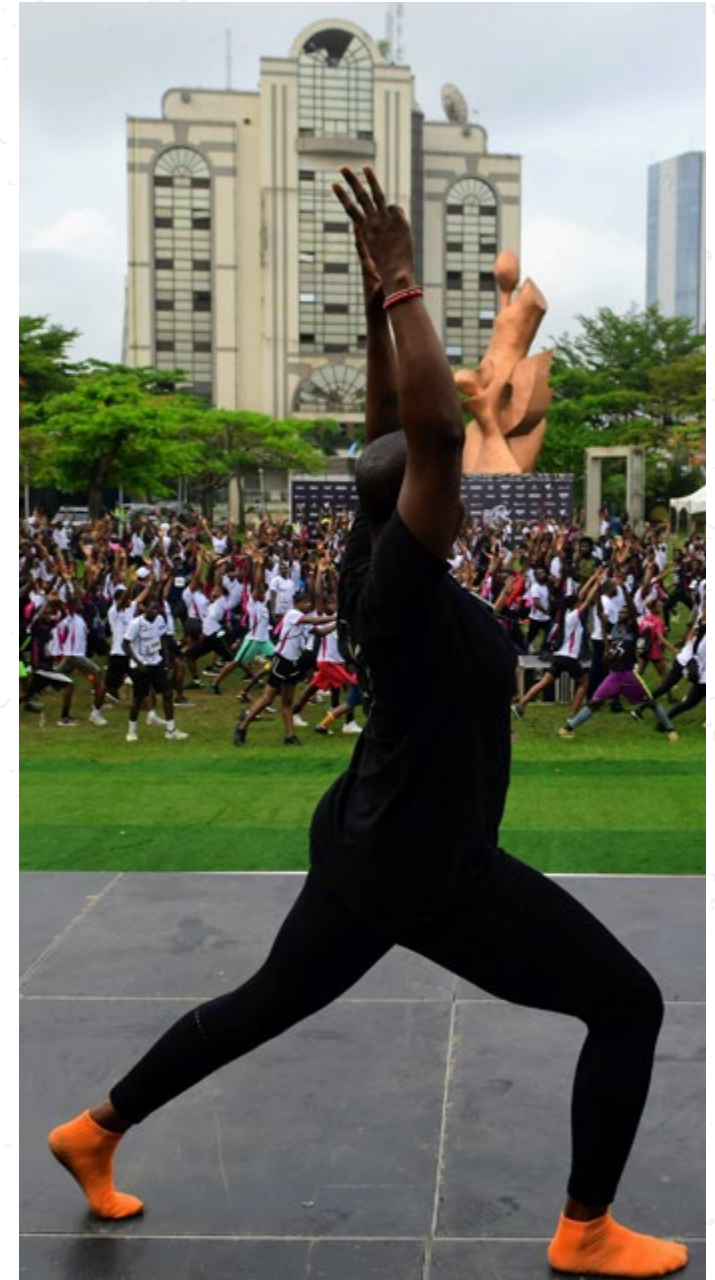
REGISTER HERE >

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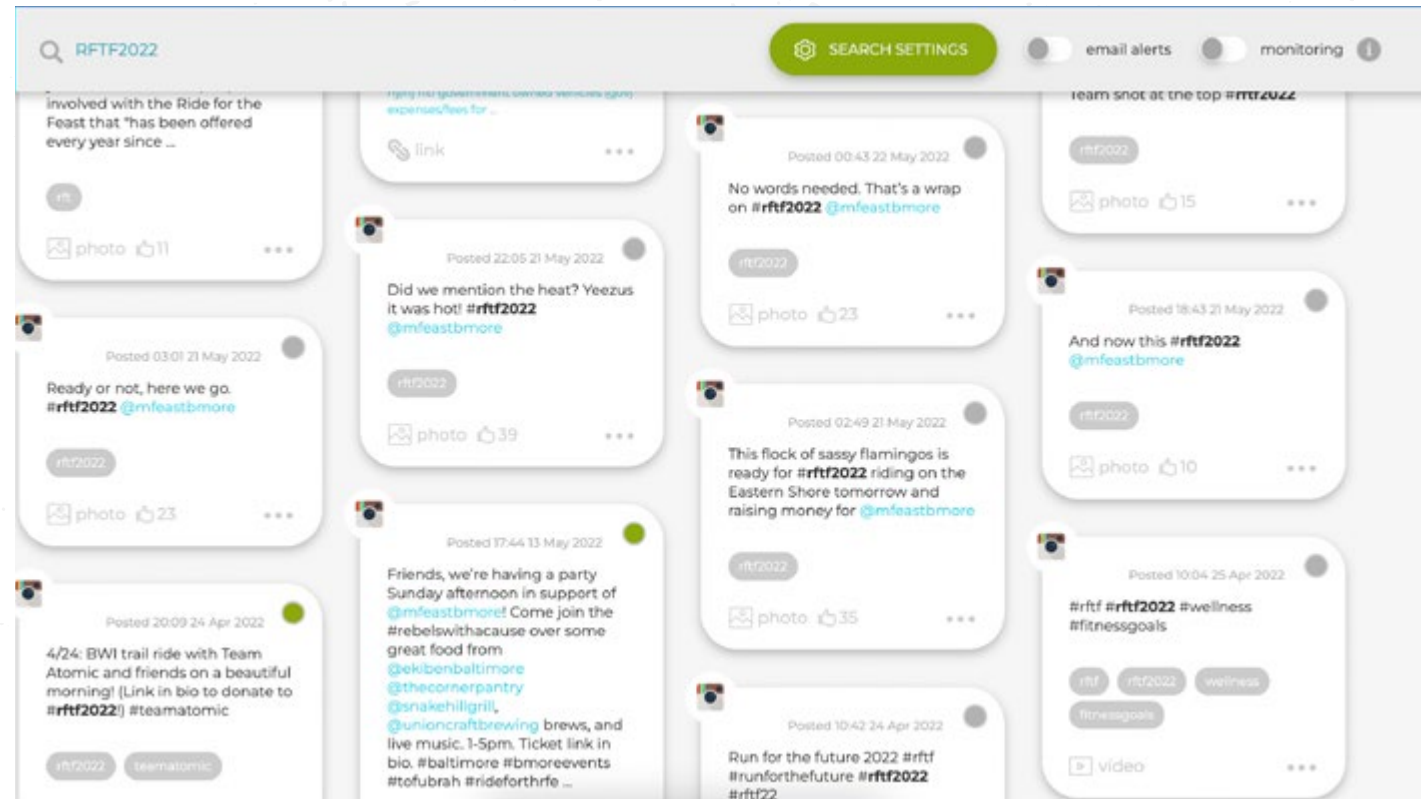
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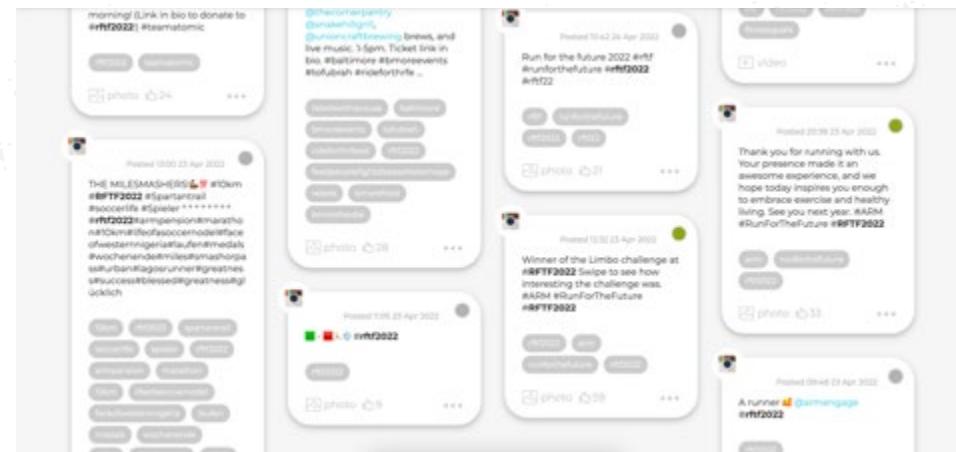
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Results

25K+
PARTICIPATION

70K+
ONLINE
REGISTRATION



Packaging

McRabbit.com
Sustainable packaging

#Case Study

Design

About McRabbit

McRabbit.com is an online e-commerce platform that offers a wide range of underwear products and services to its customers. With a mission to provide a convenient and enjoyable shopping experience, McRabbit.com has become a popular destination for online shoppers looking for quality underwear products.



The Logo



McRabbit

The McRabbit logo features a charming and memorable design that embodies the essence of the brand.

The logo primarily consists of two main elements: a rabbit and the word mark.



McRabbit

McRabbit

Old Packaging



The Logo

Before

MC RABBIT

After

McRabbit

Packaging



Packaging



Packaging

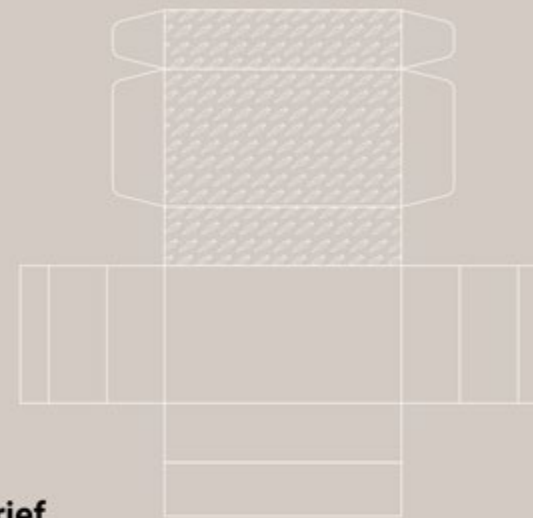


Custom Die-cut

Outer View



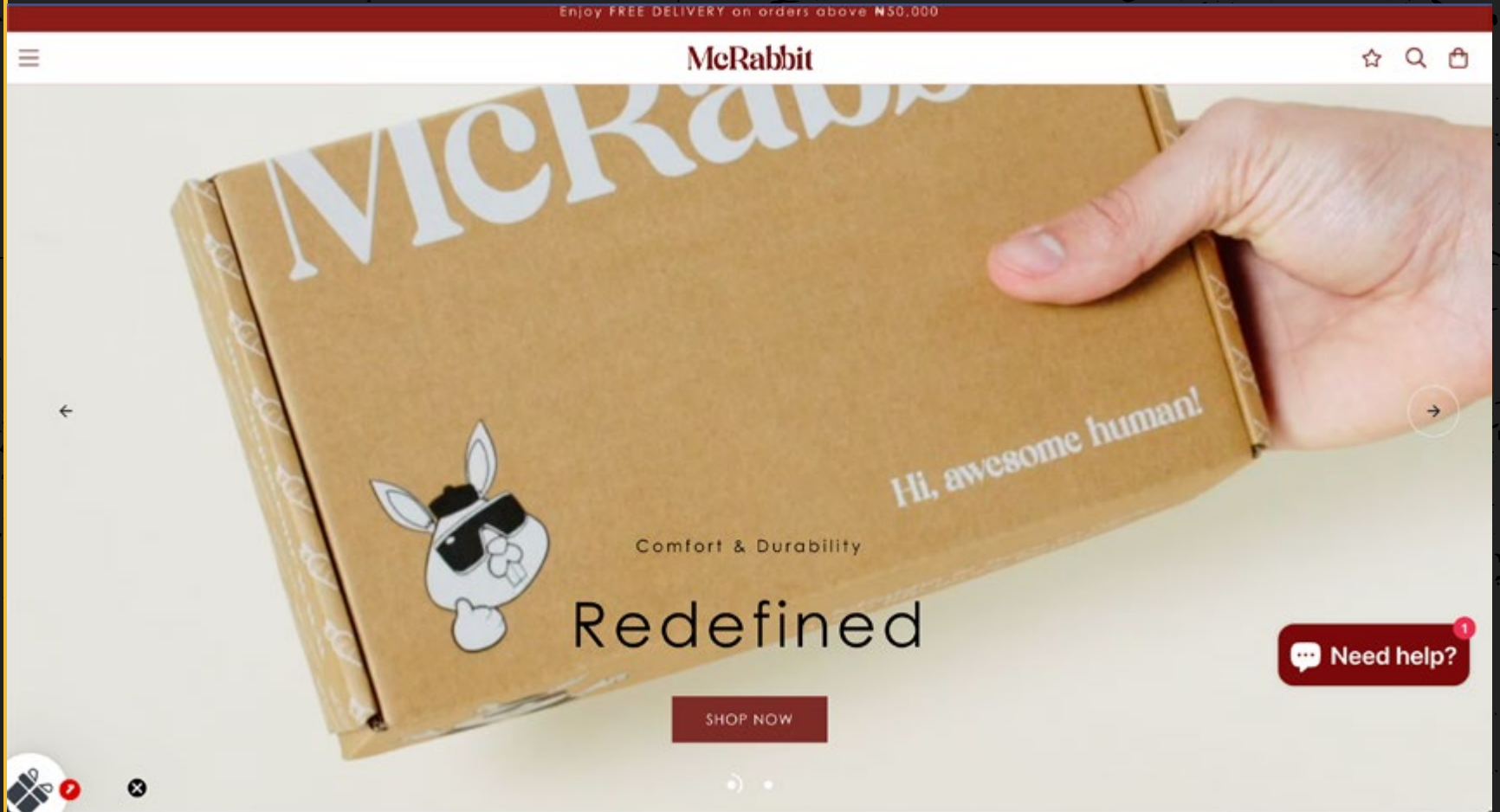
Inner



Boxer Brief



The Website



Letterhead & Call Card

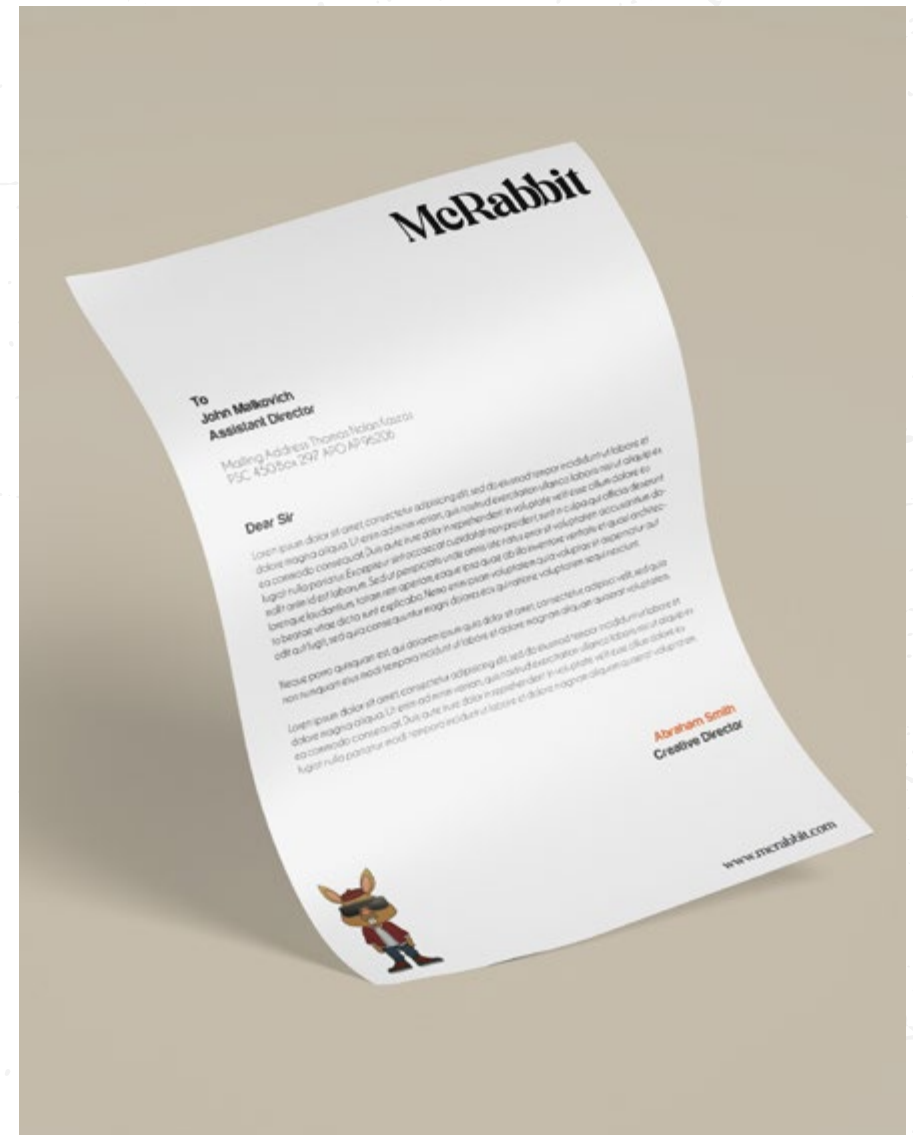
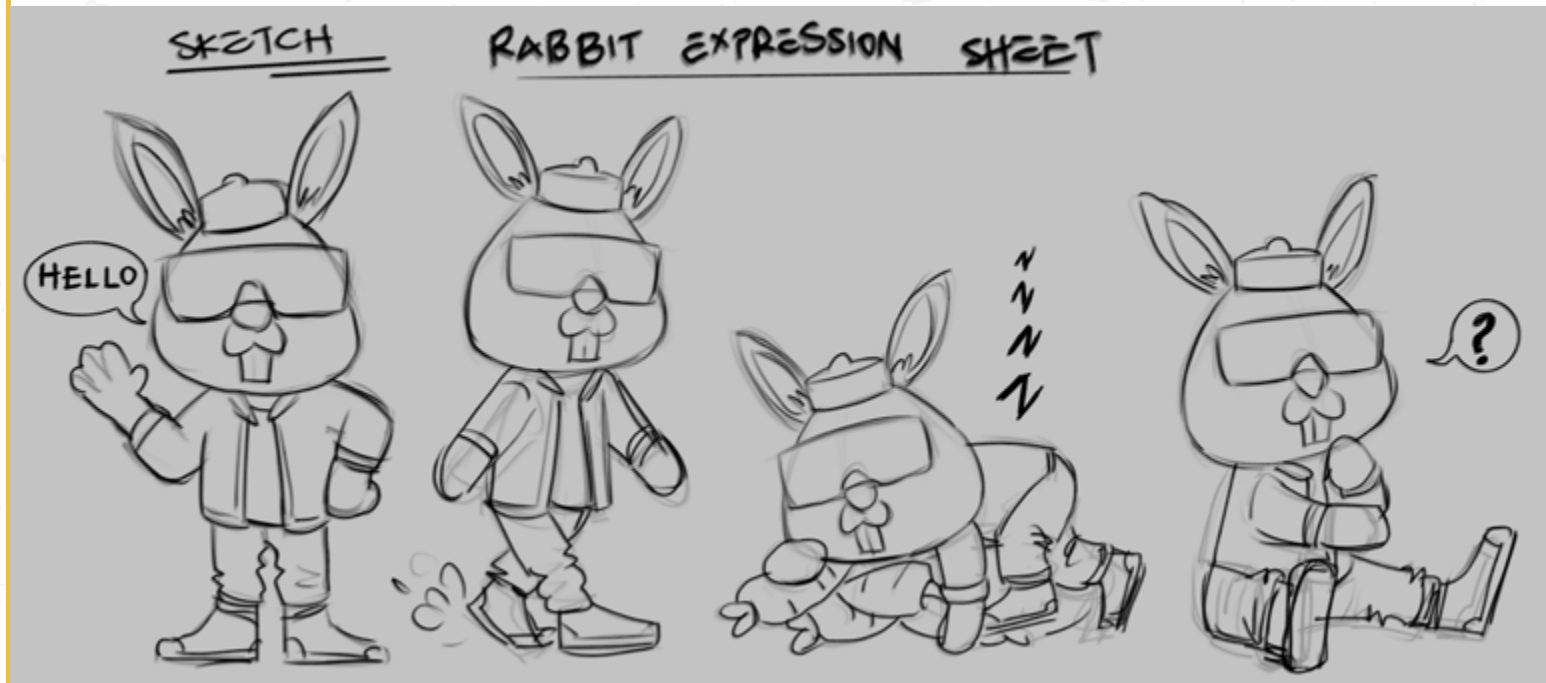


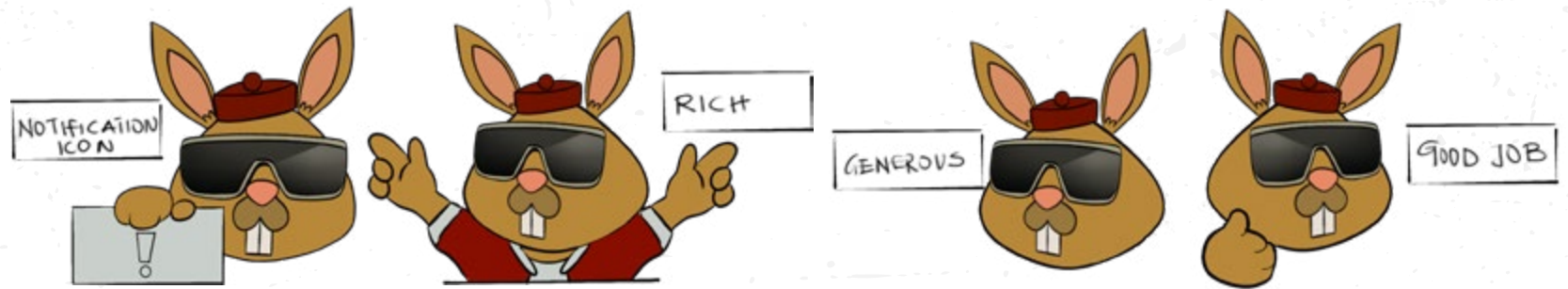
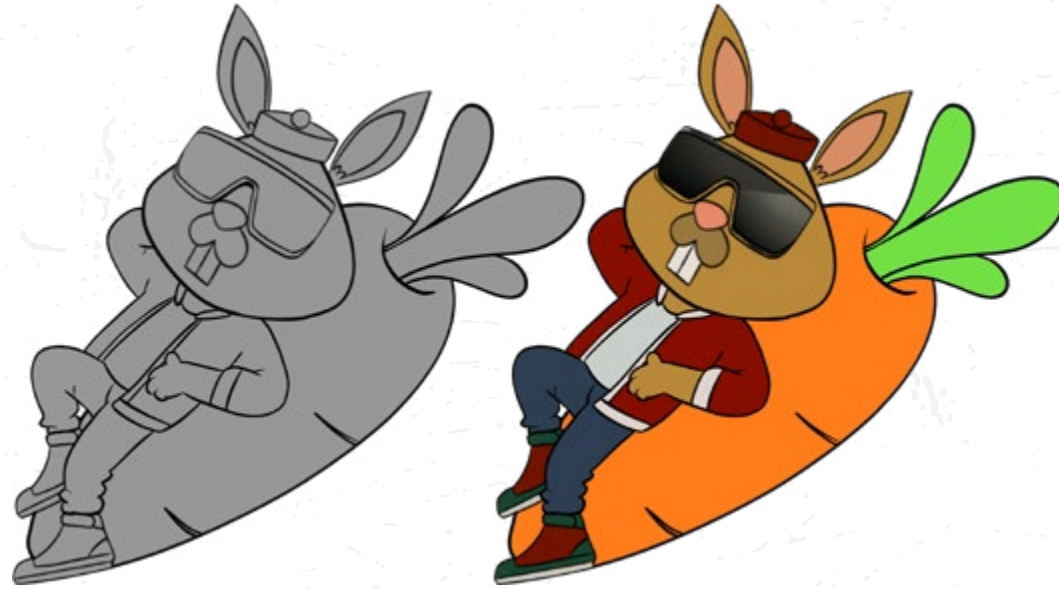
Illustration
Sheet



Character Illustration



Character Illustration



Environment

**Landmark Beach
+ ARM Innovation
Workspace Design**
Space Design

#Case Study

Design

Landmark Beach is the first in-city beach in Lagos, Nigeria, offering a unique blend of relaxation and entertainment right in the heart of the bustling city.



Landmark Beach



Since its opening, the beach has quickly become a popular destination, welcoming over 3,000 visitors per week.



Landmark Beach

With its pristine shoreline, vibrant atmosphere, and world-class amenities, Landmark Beach was designed to redefine urban leisure, providing an unmatched experience for fun seekers and tourists alike.



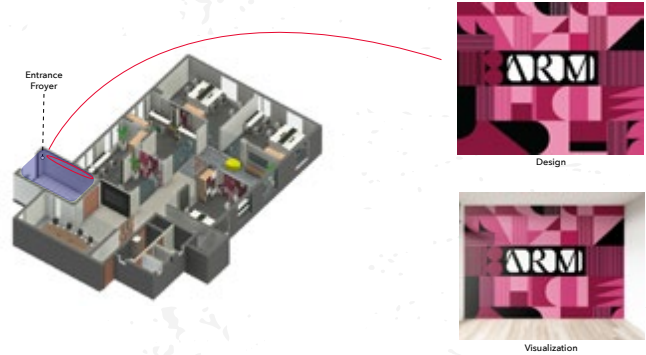


ARM Workspace Remodelling

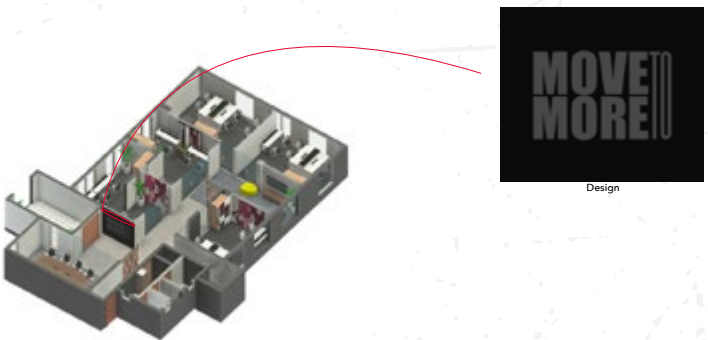
WALL BRANDING

Mural

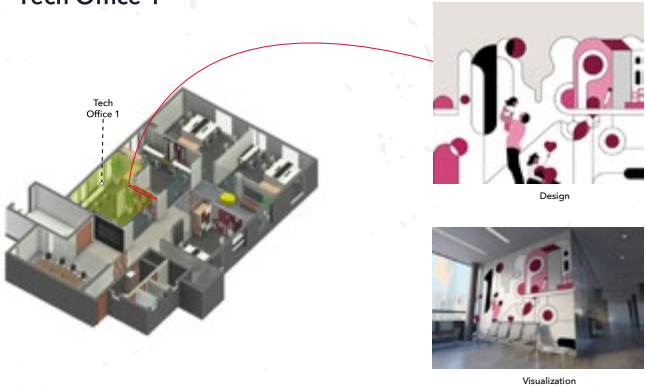
Entrance Foyer



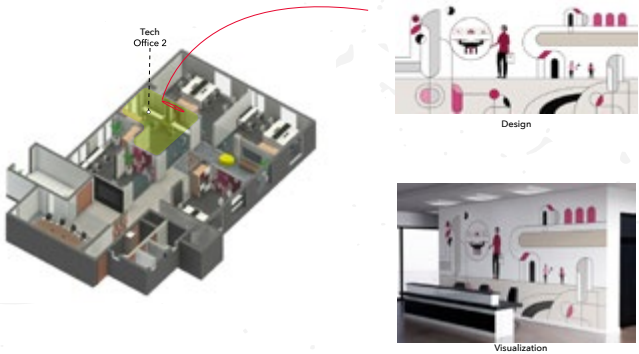
3D Wall



Tech Office 1

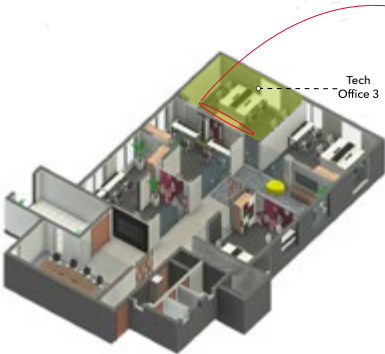


Tech Office 2



Illustrations

Tech Office 3

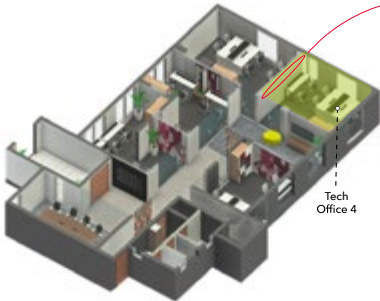


Design



Visualization

Tech Office 4



Design



Visualization

Tech Office 5

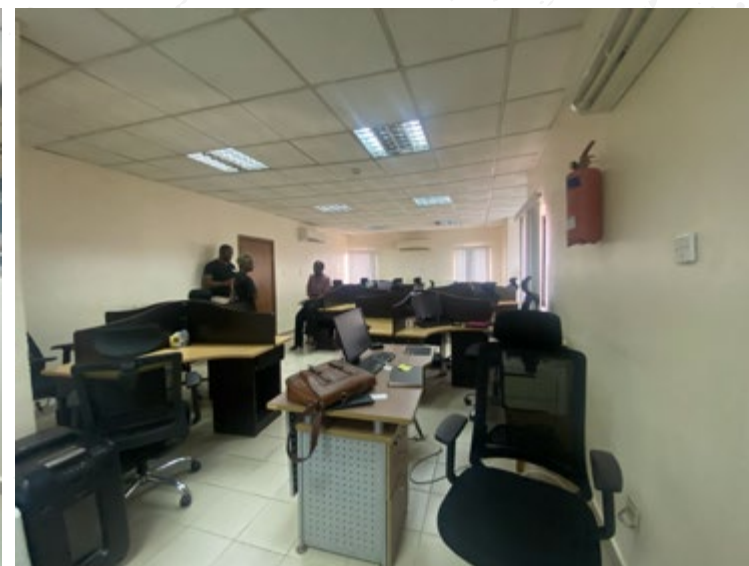
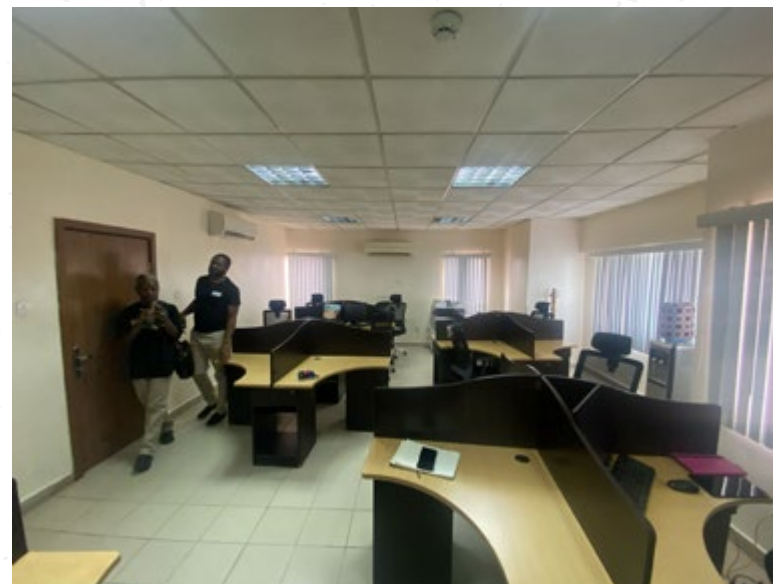
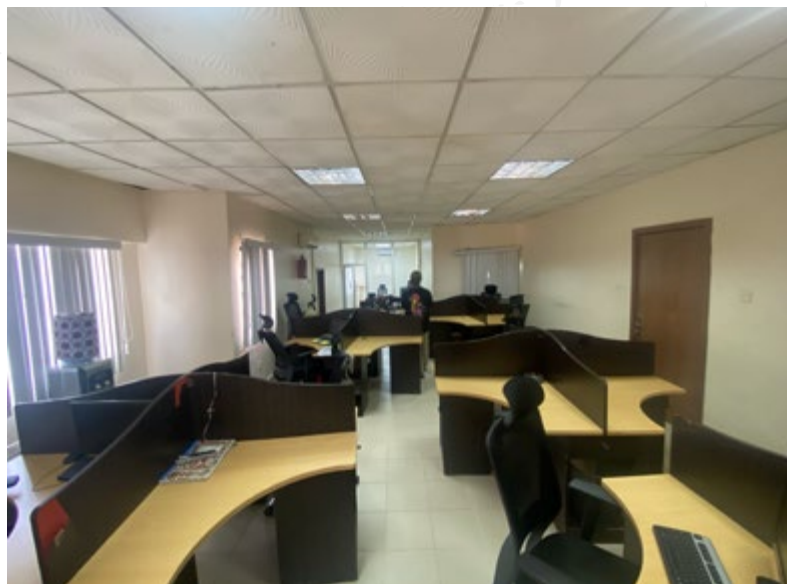


Design



Visualization

Before Remodelling



ARM Innovation Workspace

The redesign of ARM Innovation Labs' modern office space focuses on fostering creativity, collaboration, and productivity. With open layouts, flexible workstations, and dedicated breakout areas, the new design encourages seamless interaction among team members



Workspace Redesign



This redesign aims to inspire employees, promote idea-sharing, and support the growth of ARM's forward-thinking initiatives.

Workspace Redesign

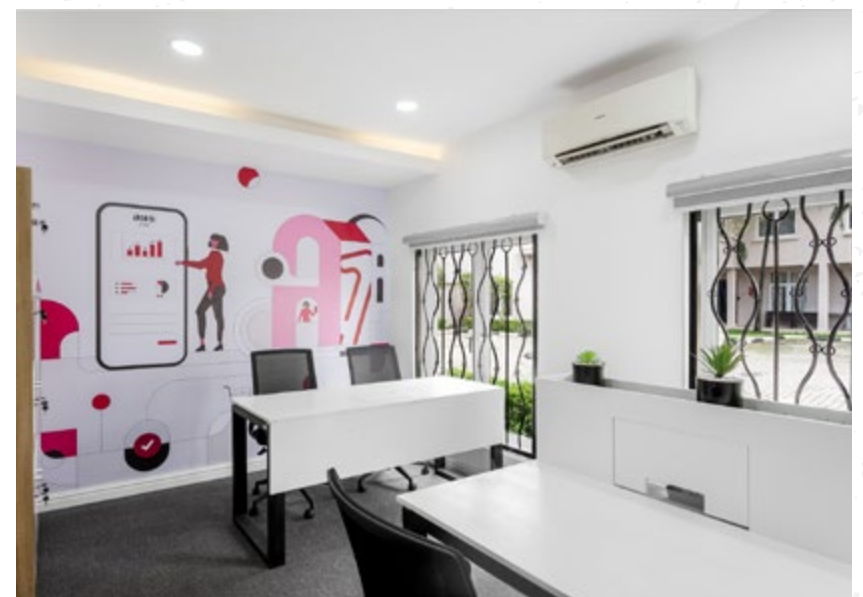


Workspace Redesign

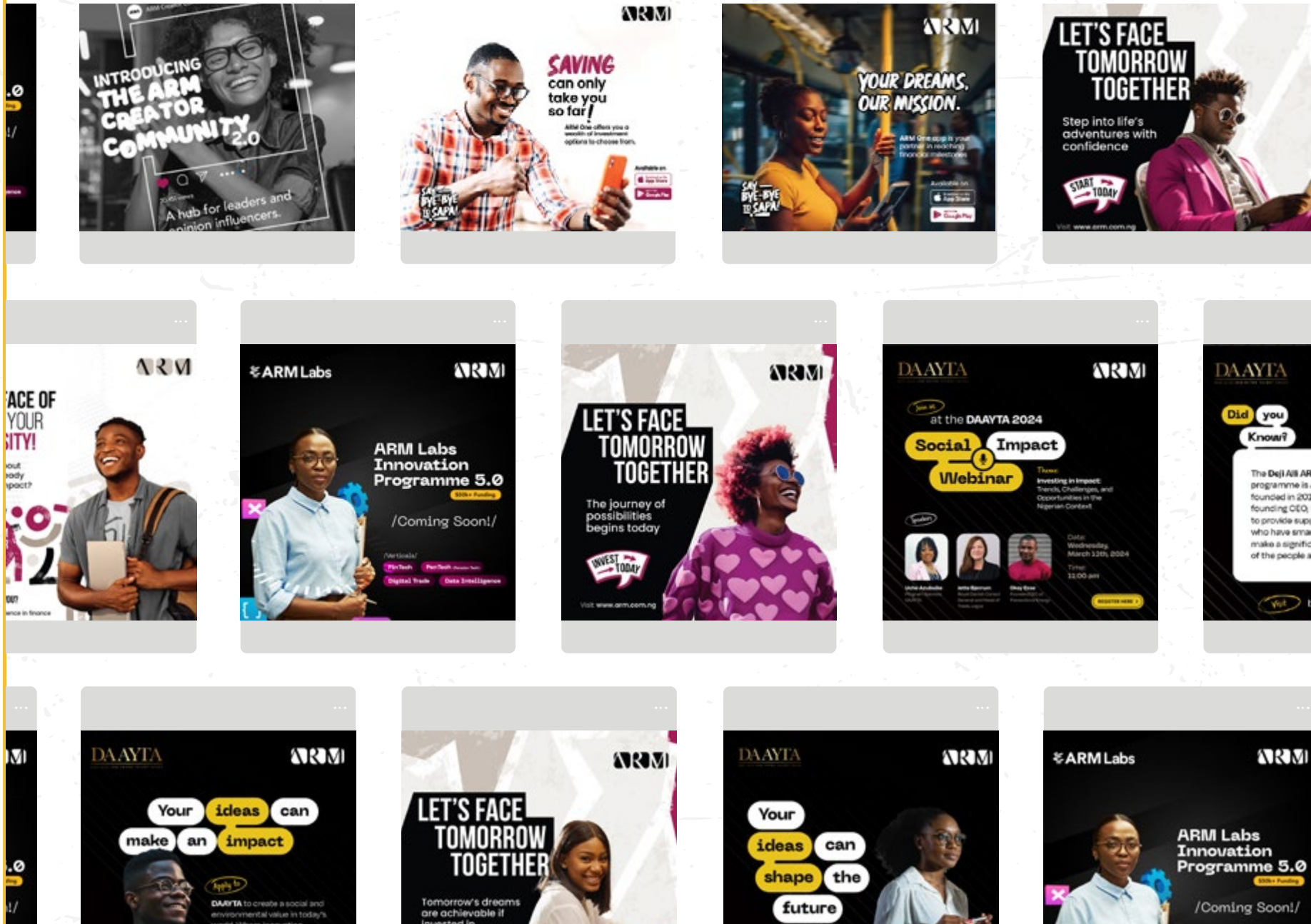


INVESTED IN YOUR
TOMORROW

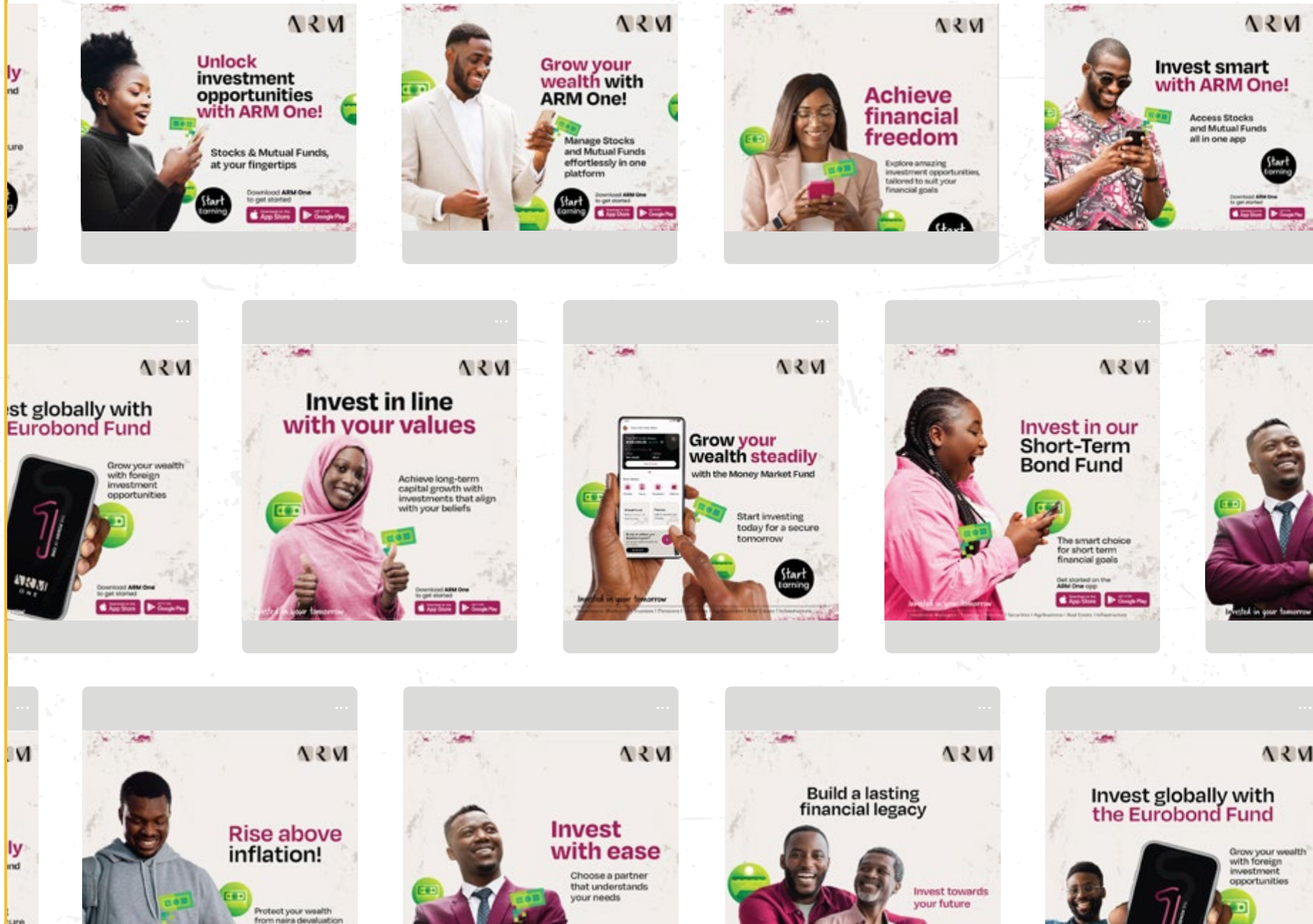
Workspace Redesign



Social Media Banners



Social Media Banners



Ciao!