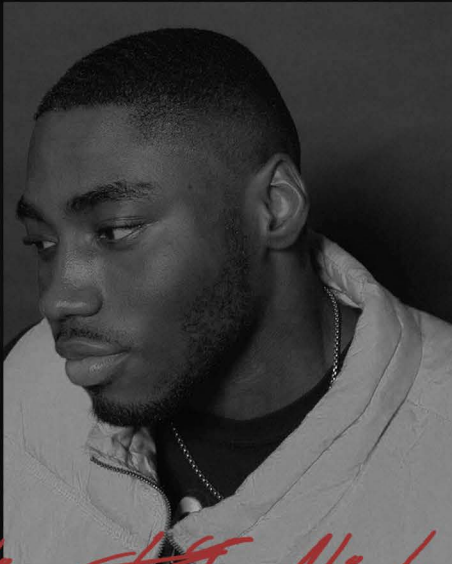


**VINCENT I. AKINBODE**  
**VINCENT.AKINBODE@GMAIL.COM**



*Vincent L. Akinbode*  
*art direction*

I am a multidisciplinary creative with a focus in **art direction** and **design**.

Informed by an early background of graphic and product design, meticulously paired with a deeper curiosity of consumer culture, advertising, and entertainment. I found my purpose in branding.

Solid foundational branding requires a pairing of strategy and creativity. Consistently harnessing both in the branding message establishes a structure of familiarity that cuts through current market static. This undertone brand humming, with persistence, can then go on to **create a noise of its own**.

Experience with projects spanning; product development, music distribution, fashion campaigns, visual publication and branding solutions have all helped sharpen my creative lens and information processing. Using collaborative expertise and studio efforts, I have been blessed to provide necessary tools needed to create unique visual identities and develop successful, cohesive brands from the ground up through clientele research, consultation, and artistic appreciation.





# DAVE EAST KARMA 3

New York Rapper, Dave East completes his trilogy with the release of 'Karma 3' the recent mixtape of the Karma Series..

(Creative Direction, Album Artwork  
Graphic Design, Conceptual rollout & strategy)

In this project, East expresses his firm beliefs in the concept of karma. Coming from the projects of Harlem, he remained determined to put in the work and hustle, year after year. and the karma of that was being able to provide for his family and move out of those very same projects, "taking his talent with him all over the world."



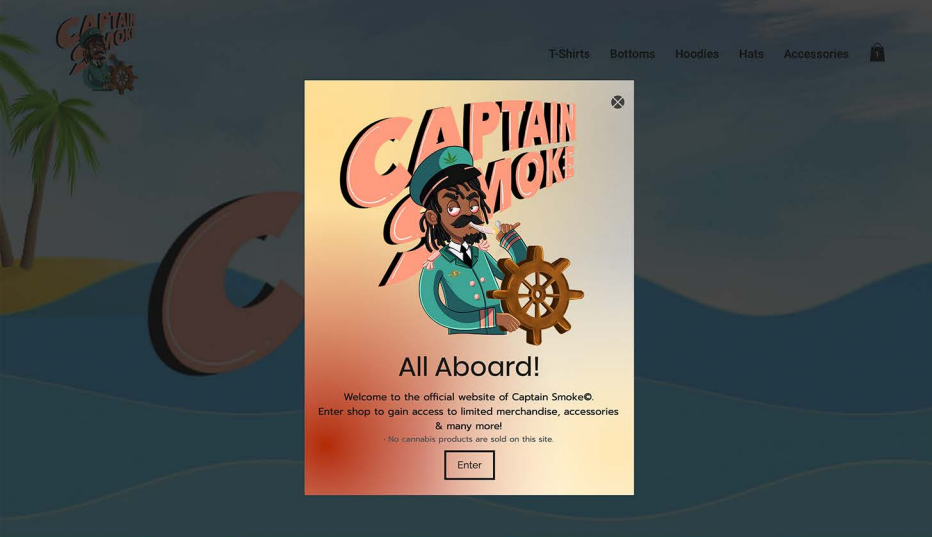
DAVE EAST



*Karma*



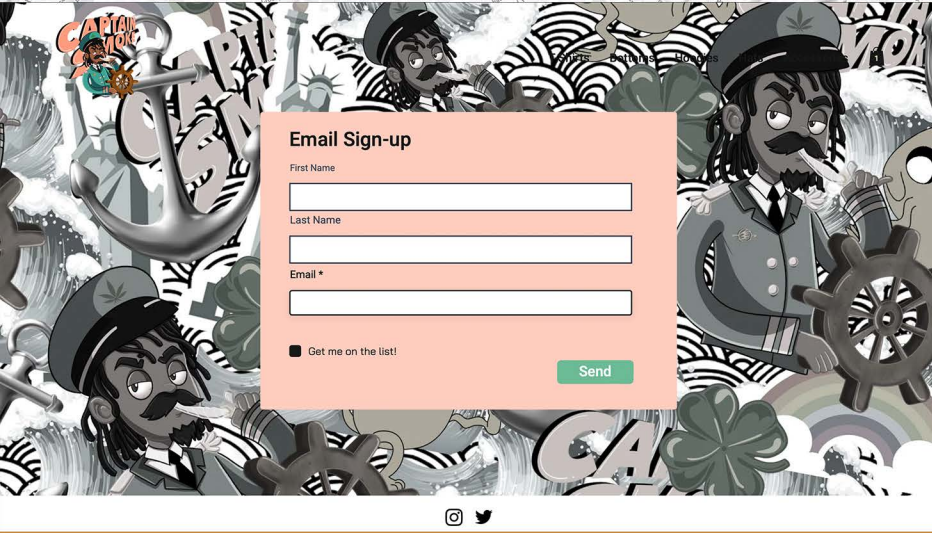
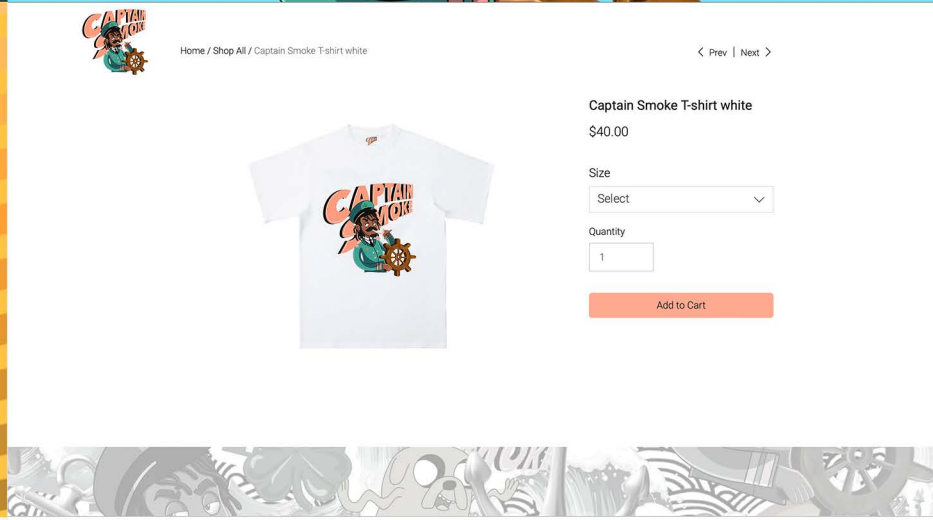
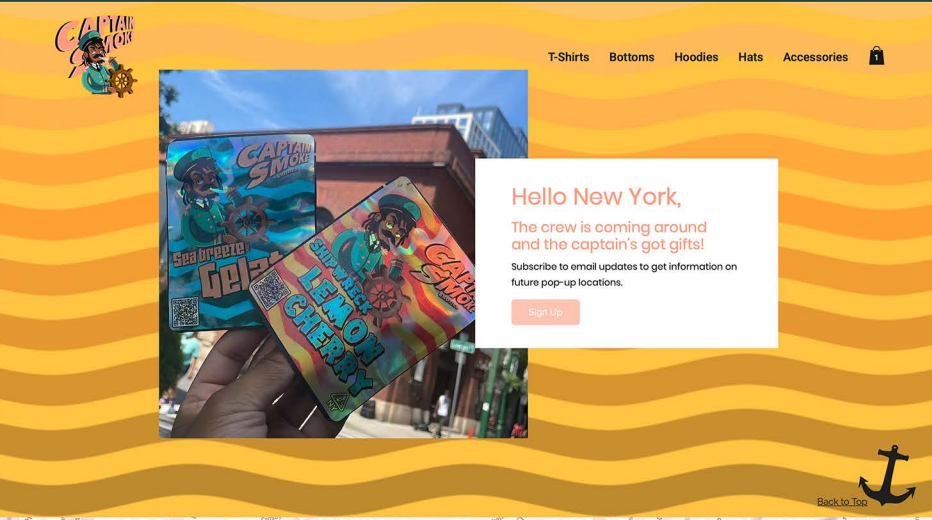




**Branding, Website & Merchandise**

Captain Smoke originated as a cannabis brand founded by East Harlem, rapper Neek Bucks.

However, to keep up with the growing cannabis culture, the brand needed to expand to build community and social presence.



visit site here:  
[www.captainsmoke.com](http://www.captainsmoke.com)





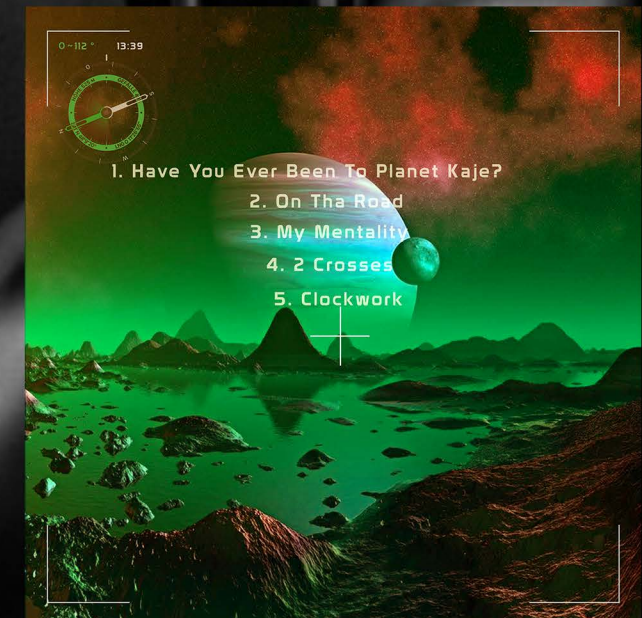
# KAJE

## PLANET KAJE

Kaje is a local artist from Ontario, Canada with a unique sound and story to tell. His 2020 debut project "Planet Kaje" embodies all the qualities of a resilient underdog, with his musical potential barely scratching the surface. Combining sharp rhythms with Lo-Fi vocals, his wolf alter-ego begins his journey to conquer the industry and finally the world.

Awarded the **BMM Hip-Hop Artist of The Year 2020**.

(Design, Art Direction)





# TOP MALI FLOWWRISH

Somalian - Canadian artist Top Mali, opens up with a range of heavy emotions and reflection on his album 'Flowwrish' which released in 2019.

Trying to navigate through the reckless city of Toronto, he encounters both internal and external challenges and is unsure of the certainty of becoming a star, however he is clearly not settling for anything less. Songs like 'Blossom' & 'On A Mission' show the level of grind and confidence that goes into his work, since coming from humble beginnings. While songs like 'Pride N Ego' featuring Prenze & Proffitt are more self-reflecting on personal flaws that could be self-sabotaging to his own destiny.

(Creative Direction, Album Artwork, Animation, Graphic Design, Rollout & Packaging)





NEOVICIOUS

PARENTAL  
ADVISORY  
EXPLICIT CONTENT

REASONABLE DOUBT

40 BELOW

RESIDENT EVIL

IMPORTANT

THINK TWICE (REFIX)

BIRKIN

# OG CAESER NEOVICIOUS

Caeser is re-inventing himself. Trials and tribulations, as they often tend to do, transform many emotions and feelings to hardened steel. This new version of Caeser is undergoing this transformation before our eyes.

(Creative Direction, Album Artwork, Animation,  
Graphic Design, Conceptual Rollout)

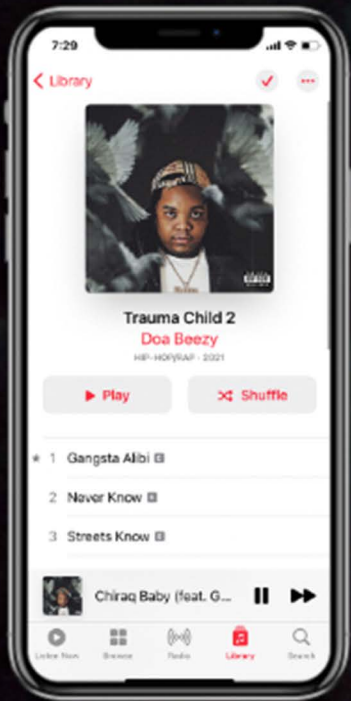




**ROMAN GOD COLLECTION LAUNCH**  
(Design, Branding, Art Direction)



# Trauma Child



## DOA BEEZY TRAUMA CHILD 2

Growing up in the southside of Chicago, Illinois might have been traumatizing to any child, particularly if at an early age, they've been exposed to gruesome tragedy. Death, Violence and Loss. However Doa Beezy proudly embraces where he comes from, and the hardships and trials that made him who he is today. Not all of his examples may be prosocial or "right" but it's his truth. Many young adults are unable to make something of themselves before being involved in a tragedy. Fortunately Beezy is not of them. He aims to continue using platform to motivate the youth.

(Art Direction, Merchandise, Website, Animation,  
Graphic Design, Conceptual Rollout)



# ROMANS



**ROMAN GOD ATHLETIC DIVISION**  
(Design, Branding, Art Direction)

1. Green Roman Team Snapback 2. Blue Roman Team Snapback  
3. Road Jersey 4. Home Jersey. 5. White Team Socks 6. Green Team Socks  
7. Home Tracktop 8. Road Tracktop







**WESTWAY X VINCENT I. AKINBODE COLLECTION 2020**

(Design, Branding, Art Direction)





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before Revol.ution comes a deep  
understanding of Heritage.



Revol





(Fashion Editorial, Photography, Creative Direction)

ABOVE  
AVERAGE

lily

Savage

Chosen<sup>®</sup>  
STARS

RAIMENTS

W

ALBA

THE AMOURK

CLONES

(Logo Archives, Design, Branding)





**BOOMGRILL X VINCENT I. AKINBODE MERCH**

(Design, Branding, Art Direction)



**TRIBE**



**NO MEMBER OF THE TRIBE LEFT BEHIND**

**TRIBE**



**NO MEMBER OF THE TRIBE LEFT BEHIND**

(Art Direction, Fashion Design, Project Management)  
Brand: Tribe Worldwide





**HOME DELIVERY X VINCENT I. AKINBODE**  
(Design, Branding, Art Direction)



A REEL GOATS PRODUCTION



# In N' Out

STARRING  
MULATTO CITY GIRLS



(Art Direction, Graphic Design)





Deela - Get A Grip Cover (Single)



Yung Tory - Row Ya Boad Cover (Single)



ABOVE AVERAGE X VINCENT I. AKINBODE MERCH  
(Design, Branding, Art Direction)





PUMP BOTTLE FACIAL CLEANSER  
#FFCCCC #B186FA

LOTION SQUEEZE TUBE  
#FFCCCC

SPRAY BOTTLE  
#FFCCCC

MEN'S BEARD BALM  
#FFCCCC

PUMP BOTTLE FEMININE WASH  
#FFCCCC

FACE SCRUB SQUEEZE TUBE  
#FFCCCC

DARK SPOT SERUM BOTTLE  
#FFCCCC

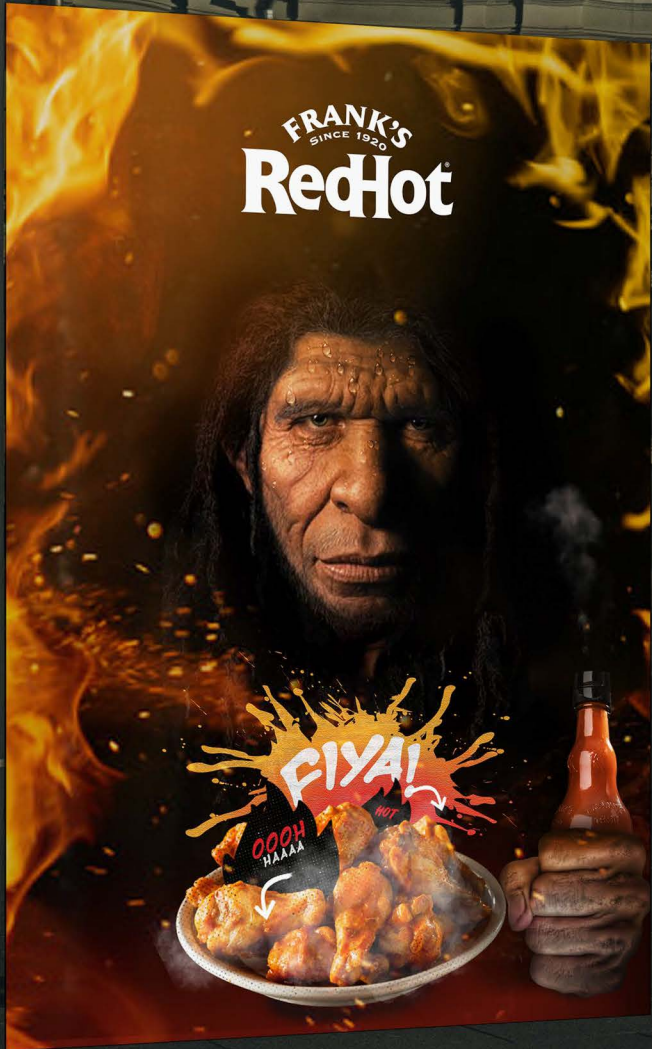


@IMWOAHVICKY

**THE AMOURK**  
(Design, Branding, Packaging)



FRANK'S  
SINCE 1920  
**RedHot**



**FRANK'S HOT SAUCE**  
(Design, Creative Direction, Advertising)

FRANK'S  
SINCE 1920  
**RedHot**





**RARE  
FINDS!  
RARE  
FINDS!**



**SOLE'D FOOTWEAR**  
(Design, Branding, Creative Direction)

Foot Locker

PRESENTS...

DESIGNING WITH

SOLE



new balance

PENSOLE

MLab

FAAS



# *Certificate of Completion*

Design Essentials: Brand Marketing

Vincent Akinbode

June 28, 2021 - July 23, 2021

This certifies that the person named on this certificate has completed the 4-week online course "Design Essentials: Brand Marketing".



D'WAYNE EDWARDS FOUNDER OF PENSOLE





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