



Gus Nwanya-Aliyu

Integrated Creative . Art direction .

gus@taketheinitiative.co.uk

+44 (0) 7939 581 286

taketheinitiative.co.uk

[instagram.com/theboygeniuz](https://www.instagram.com/theboygeniuz)

Freelance 2009 - present

Feb 2015 to Apr 2015 - Hive Health

Lead Creative and concept developer of Arnuity interactive brand book and guidelines.

Jun 2014 to Nov 2014 - KHWS

Digital art direction and UX. Concept development and design across B2B enterprises for Samsung, Exxon Mobil and National Rail.

Feb 2014 to Jun 2014 - Hive Health

Senior Creative. Concept development and art direction across Toctino Hand Eczema campaign. Conceptualising key visual image, iPad app and standee visuals.

Sep 2013 to Oct 2013 - RPM

RPM, Dairy Crest, Davidstowe and Wildbeer UX development, concept art direction and design across digital platforms.

Sep 2013 - Wunderman Interactive

Webdesign across multiple brands.

Sep 2013 - Art direction - Razorfish

Concept development for Shell.

Aug 2013 - Art direction and design / CHI

Web development.

Aug 2013 - Art direction / Hive

Ipad app development and design.

May 2013 to Aug 2013 - Creative, Art direction / Cake Group

Out of home, social campaigns, TVC Concepts and development across Carphone Warehouse and Sony.

Apr 2013 - Art direction and Design / RPM

Coca-Cola Touch device app design.

Mar 2013 - Art direction and design / MCGARRY BOWEN

Concept development and digital design.

Mar 2013 - Art Direction and design / Iris London

Sony Out of home interactive display concept and display.

Jan 2013 - Feb 2013 Art direction and design / We Are Friday

Concept, design and development - Berry Brothers & Rudd website.

Dec 2012 - UX and Wireframe @ Mercieca

Speedo B2B Website development.

Dec 2012 - Concept / Designer @ The Team

Gas Safe micrositeweb concept development and design.

June, July, August 2012 Art director @ Imagination

Concept and development for Range Rover, Jaguar and Ford.

May 2012 Art director / Design @ Animal Systems

Iphone mobile app UI design, iconography and refresh. Logo redevelopment.

April 2012 Art director / Designer @ We Are Friday

Responsive mobile device UI and website design for HSBC corporate site.

February 2011 - April 2012

Creative / Acting Digital Creative Director @ Cheil London.

Digital Art direction across Samsung brands.

Art Director / Designer @ Addictive Pixels / BBH

Concepts, digital design and motion graphics for J20, ITV interactive and FIFA 2012.

Art Director @ Karmarama

Creating Digital marketing material for Plusnet. Work on BBC Olympic pitch.

Art Director @ The Mill

Design development for Meerkovo.com. Concepting online games.



Gus Nwanya-Aliyu

Integrated Creative . Art direction .

gus@taketheinitiative.co.uk

+44 (0) 7939 581 286

taketheinitiative.co.uk

[instagram.com/theboygeniuz](https://www.instagram.com/theboygeniuz)

Art Director @ DARE Digital

Creating 3D animations and online marketing material for Sony Ericsson, Listerine and BMW.

January 2008 - November 2008

Art Director / Senior Designer @ Candi International

Lead creative and art director

Accounts: Polaroid, Morrisons, Ferrero.

Print design @ Ubisoft

Creating (OOH) Out of home adshel posters and magazine ads to launch Assasins Creed campaign.

March 2006 - November 2007

Digital Art Director @ DraftFCB, London

Digital design @ Saint

Facebook User interface design for Lloyd TSB Me. Coors light Facebook brand channel design/

October 2003 - March 2006

Middleweight Designer @ Eidos Games Publisher, London

Art direction. Motion graphic artist. Concept development and design

Art Director / Design @ VCCP

Design of Internal email and mac visual. O2 Monster concept and design, build.

June 2000 - 2002 January

Junior Designer @ Palmer Madge, London

Design, concept and developemt, FMCG.

Art Director / Design @ Albion

Charities Aid Foundation CAF - Website concept and redesign.

Art Director / Design @ 2020

B&Q - Website concept and design for One Planet Home campaign relaunch.

Art Director / Design @ Altogether Digital

Sky Broadcast - Happy Ever After digital Campaign. Illustration and animations for online.

Digital Designer @ 2020

Website development and banners for Mercedes Benz.

Art Director / Designer @ AKQA

Future lions home page and concept designs..

Full time positions

November 2008 - October 2009

Senior Designer and Creative @ Saatchi & Saatchi London.

Integrated 360 campaigns. Concept developing digital experiences across T-Mobile, and Visa.