

KEENAN OKEZIE

Multidisciplinary Graphic Designer & Creative Director

wideawakestudios@outlook.com



EXPERIENCE

APPAREL GRAPHIC DESIGNER + CONSULTING CREATIVE DIRECTOR **Gymshark**

September 2021 – March 2023
Birmingham, UK / Remote

Played a pivotal role in aiding in creative direction for key apparel seasons (SS23, AW23) and supported development for AW24/SS24. Oversaw storytelling, graphic language, and design execution across multiple apparel categories, including seamless/warp knit, outerwear, and accessories. As a member of the Special Projects team, led and executed graphic direction on cultural capsule drops that pushed the brand beyond performance wear into lifestyle territory.

APPAREL GRAPHIC DESIGNER – LUXURY CAPSULE DEVELOPMENT **Honor The Gift / Russell Westbrook**

2023 – 2024
Remote / Los Angeles, CA

Partnered with Creative Director **Gemo Wong** to design graphics for a premium extension of Honor the Gift, pushing the brand into luxury streetwear territory. Led concept creation and execution for high-end graphic tees, cut-and-sew garments, and capsule merchandise, blending vintage inspiration with elevated finishes. Helped ensure a cohesive design language that both respected Honor the Gift's roots and signaled its evolution into new price points and style codes.

SEASONAL GRAPHIC DESIGNER – NBA MERCHANDISE **New Era US (NBA License)**

Freelance | 2023
Remote

Commissioned to create seasonal team graphics for 10 major NBA franchises including the Lakers, Bulls, and Spurs. Designed graphic systems for headwear and apparel sold through in-stadium retail and e-commerce channels, tailored to each team's identity while maintaining consistent New Era branding.

GRAPHIC DESIGNER – NFL LONDON GAMES **New Era Europe (NFL License)**

Freelance | 2023
Remote / London, UK

Created graphics for New Era's NFL London Games capsule, covering 14 high-profile teams during their international showcase in the UK. Designs appeared across merchandise worn by broadcasters, players, and fans, and were distributed via pop-ups, stadiums, and digital storefronts.

**BRAND DESIGN LEAD – Lead Creative for United Brand Lab
Manchester United**

Freelance | 2023 – February 2025
Manchester, UK

Appointed as the design lead for Manchester United's internal entrepreneurial initiative — a program that partners first-team players with business ventures to develop alongside their football careers. Operated from the club's Carrington HQ, working closely with top flight athletes and internal stakeholders to build brand identities from the ground up. Oversaw the entire branding and design process, from early-stage concept development through to production, including liaising with manufacturers to maintain visual integrity across packaging, apparel, and digital assets. Played a key role in pitching visuals to stakeholders, ensuring each project was positioned to succeed both creatively and commercially.

**CREATIVE CONSULTANT – MENSWEAR APPAREL GRAPHICS
THE HUT GROUP (MYPROTEIN)**

Freelance | 2023 – July 2025
Manchester, UK

Served as lead creative consultant for Myprotein's men's apparel division, with weekly on-site sessions at THG's Manchester HQ. Led overarching creative vision and design execution for key performance-wear collections, with a focus on hybrid active/streetwear pieces and contemporary sports graphics. Delivered collections that not only aligned with Myprotein's brand evolution but also drove strong commercial performance — with several drops ranking among the brand's top sellers..

**GRAPHIC DESIGN LEAD – BRAND TRANSITION & TALENT COLLABS
Oner Active**

Freelance | January 2024 – May 2025
Remote

Brought on to lead the brand's visual evolution as it expanded from traditional activewear into the athleisure and streetwear space. Directed graphics across event-based collections and talent-led capsules, defining a more culturally relevant tone through typography, print systems, and product storytelling. Owned graphic development for Oner Active: Legendary, the brand's flagship event in Los Angeles, California. Designing for apparel, environment, and digital rollout. Collaborated effectively across departments to ensure consistency and elevated feel across all visuals tied to the brand's repositioning and influencer-facing drops.

**GRAPHIC DESIGNER – PS5 UK LAUNCH CAMPAIGN
Sony Interactive Entertainment**

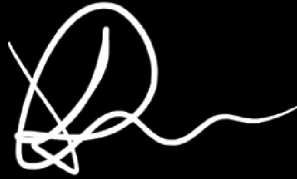
Freelance | 2020
London, UK

Contributed to the UK launch rollout of the PlayStation 5, supporting the creative team with printed marketing assets across OOH and retail channels. Worked on large-scale billboard graphics, flyers, and point-of-sale visuals aimed at driving launch visibility across key cities in the UK. Delivered fast-turnaround assets aligned with Sony's global branding standards..

KEENAN OKEZIE

Multidisciplinary Graphic Designer & Creative Director

wideawakestudios@outlook.com



Multidisciplinary at the core, I work across brand identity, apparel graphics, creative direction, and product design — building work that's visually distinct, strategically led, and made to move culture forward. With a close connection to ground-level street culture and firsthand insight into what drives real impact, I'm able to design for now without ever losing sight of what's next. My output balances technical precision with instinct — ideas that look bold on the surface but are deeply considered beneath it, built to hit creatively and land commercially.

I bring the same level of energy into collaboration. While I'm a powerful asset independently, my motivation grows in the presence of others with shared ambition. I thrive in team environments, building alongside athletes, artists, strategists, and directors to produce outcomes that exceed the brief. I'm highly adaptable in fast-moving setups — comfortable navigating shifting priorities, evolving markets, and dynamic internal structures while still delivering sharp, high-level creative at pace.

Having lived and worked across both the U.S. and Europe, I bring a global view to every project — with a strong understanding of how different markets move, what different consumers respond to, and where opportunity sits in the overlap. I work with long-term thinking: fiscal growth through creativity, relevance through clarity, and cultural momentum through well-timed, well-executed ideas. Communication, strategy, and output — I deliver across all three. Fast, focused, and built to scale.



HONOR THE GIFT®
RUSSELL WESTBROOK



SONY