

# KEENAN OKEZIE

Multidisciplinary Graphic Designer & Creative Director

wideawakestudios@outlook.com

## EXPERIENCE

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### **APPAREL GRAPHIC DESIGNER + ASSOCIATE CREATIVE DIRECTOR (GRAPHIC DIRECTION)** **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.

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### **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.

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### **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.

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### **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.

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**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.

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**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..

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**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.

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**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..

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I operate across brand identity, apparel graphics, creative direction, and product design, creating work that's visually distinct, strategically driven, and built to move culture forward. With deep roots in street culture and insight into what drives real impact, I design for now while anticipating what's next. My approach balances technical precision with creative instinct, producing ideas that appear bold on the surface but are deeply considered beneath, engineered to hit creatively and perform commercially.

I bring the same energy to collaboration. While effective independently, my best work emerges in partnership with athletes, artists, strategists, and directors who share my ambition. I thrive in fast moving environments, adapting to shifting priorities and evolving markets while delivering sharp, high level creative at pace. Having worked across both U.S. and European markets, I understand how different regions move, what consumers respond to, and where opportunities exist in the overlap. My work is built on long term thinking: fiscal growth through creativity, relevance through clarity, and cultural momentum through well timed execution.

