

BRIAN OPOLE

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GRAPHIC DESIGN

# Portfolio.

@frikanart  
bomondi82@gmail.com



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Greetings,

I am Brian Opole, a highly organized and assertive individual endowed with excellent communication and interpersonal skills. My conscientious approach to time management aligns seamlessly with my ability to initiate and successfully accomplish tasks both independently and as an adept team player, demonstrating a keen recognition of diversity within collaborative environments. I am fervently passionate and enthusiastic about design and art, both in the realms of Traditional and Digital mediums, as well as in the fields of Philosophy and Religion.

# Welcome

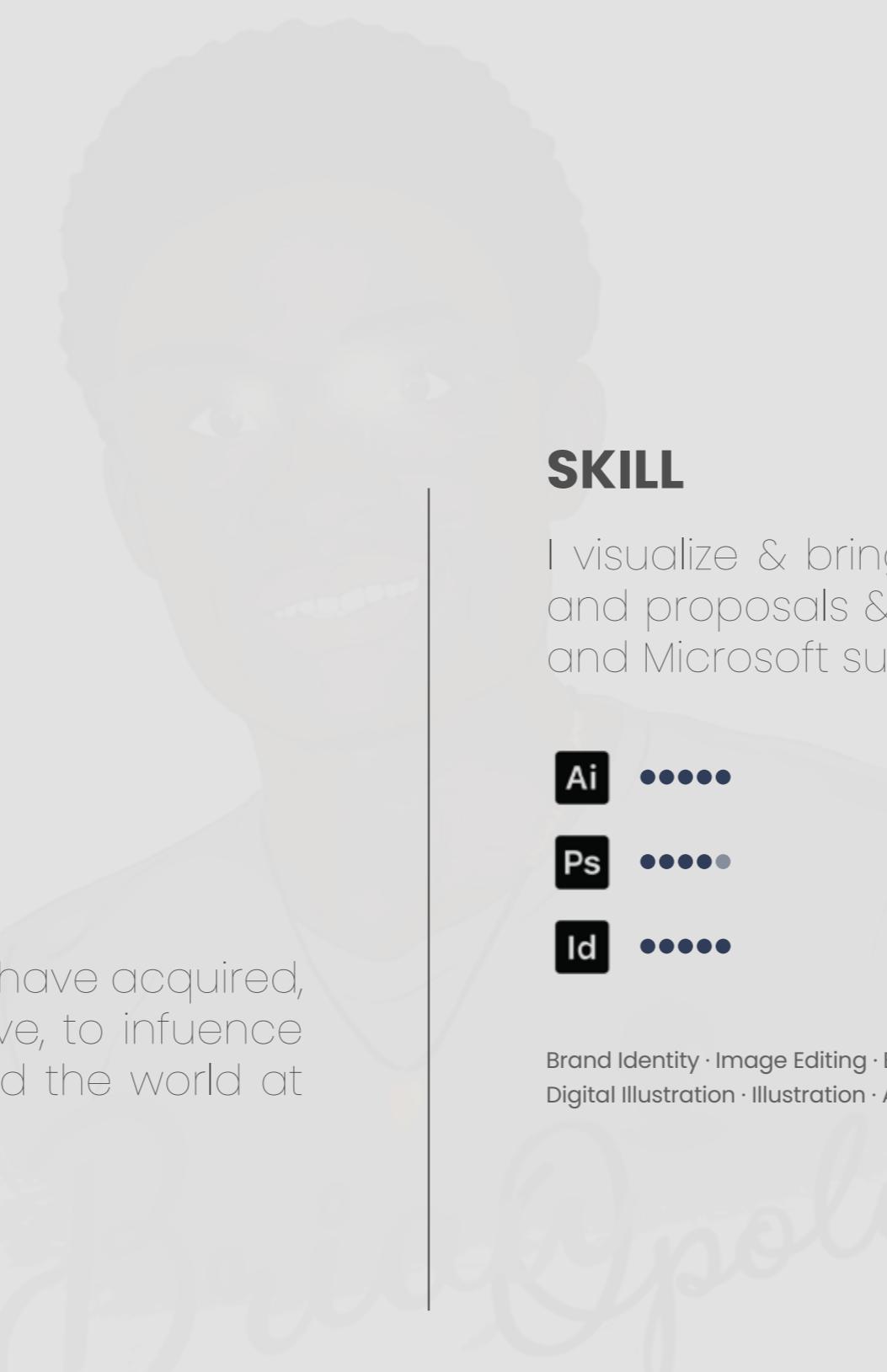


# PROFILE

- **Date of Birth:** 31st January 1997
- **Gender:** Male
- **Nationality:** Kenyan
- **Marital Status:** Married

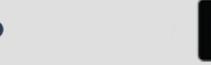
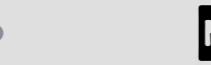
## Career Goals & Objectives:

To apply the knowledge and skill that I have acquired, and continue to acquire as a Creative, to influence the design industry in the country and the world at large.



## SKILL

I visualize & bring to life marketing materials, campaigns and proposals & I am highly skilled in Adobe suit software and Microsoft suit.



Brand Identity · Image Editing · Branding & Identity · Poster Design · Branding · Logo Design · Adobe Creative Suite · Digital Illustration · Illustration · Art · Adobe Illustrator · Internal Marketing · Video Editing · Social Media

01

Logo  
Designs

# CORPORATE IDENTITY

Establishing a cohesive corporate identity is integral to the essence of any organization. In light of this significance, I have meticulously crafted these logos with the dual purpose of not only serving as distinctive identifiers for the respective organizations but also ensuring that they exude a unique and memorable presence.

## Tools

Adobe Illustrator



A I B

Africa Infrastructure Boma

## AFRICAN UNION

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NOVEMBER, 2020

logo for AU - Africa Infrastructure Boma event (AIB)

<https://africainfraboma.org>



## FRIKAN GOSPEL

APRIL, 2018

Personal blog, presenting the Gospel within an African context

<https://frikanblog.wordpress.com>

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## TAYA

MARCH, 2019

logo for Luo university students empowerment organization.  
The word TAYA translated means Torch, thus the direction of  
the logo



## A R R I G L E N C O . L T D

JANUARY, 2021

Arriglen is a Limited liability company registered in Kenya. specializes in offering specialized Digital services to companies and individuals across East Africa and the world.



## T I B U

APRIL, 2021

Dried fruits packaging comapny, the word TIBU translated is treat, therefore, the concept of an apple. As the saying goes; An apple a day...



## TOOLBOX

JULY, 2021

An assignment from Arriglen Company Limited for one of their clients



## HOMESPUN

SEPTEMBER, 2021

A punny online gift shop on Instagram



**NKAY**  
S U P P L I E S

## **N K A Y   S U P P L I E S**

NOVEMBER, 2021

An assignment from Arriglen Company Limited for one of their clients

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**ARIFCONNECT**

## **A R I F   C O N N E C T**

DECEMBER, 2021

A home fibre connect internet provider based in Nairobi Kenya



## BLUE OCEAN SAFARIS

November, 2022

Travels and tours agency operating in East Africa

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## H . P A S S I O N

May, 2023

A fresh juice processing SME (Passion Juice)



## FEZ RESTAURANT

May, 2023

An Arabic restaurant located in Nairobi at MAA Hotel.

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## GREEN SKILLS HUB

August, 2023

An organization that empowers the youth with skills in a green economy



Cultivating Prosperity Through Expertise

## MARA AGROVENTURES

OCTOBER, 2023

A modern farming management organization



## UREMBO VILLAGE

OCTOBER, 2023

An upcoming online store for beauty and lifestyle brands.



## LOKRE PROPERTIES

NOVEMBER, 2023

A real estate management company  
Website: <https://lokreproperties.co.ke>



## ESCROW PAY AFRICA

NOVEMBER, 2023

Company that offers escrow services in Kenya and plans to expand to the whole of Africa.  
Website: <https://escrowpayafrica.com>

02

Print  
Designs

# MAR KET

V I S I B I L I T Y

## Tools

Illustrator | Photoshop | InDesign

These designs showcase a fusion of creativity and precision as I explore the boundless possibilities of conveying messages through tactile and visually captivating mediums with the sole purpose of increasing market visibility for the respective clients that I engaged with, either personally or through an agency/company.

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# DARAJA PLUS

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APRIL, 2019 - FEBRUARY, 2021

The following work was done under DarajaPlus Digital Marketing  
Agency for their respective clients

01

## UNGANISHA

Unganisha is a swahili word that means put together, our client, UNGA LTD, was running this campaign to present customers with a combination of their consumer products at a cheaper price and introduce the Amana pulses range into the market.

### CLIENT



02

## SURFISHA

Usurfi and Surfisha are clever wordplays derived from the brand name 'Surf,' seamlessly encapsulate the essence of cleanliness and the act of making clean, respectively. Executed as part of a strategic campaign for Unilever's Surf brand, our efforts were concentrated on the coastal region of Kenya.

This initiative aimed to not only embody the brand's commitment to cleanliness but also to resonate with the local audience, fostering a connection between the product and its regional context.

### CLIENT



Unilever



03

## PASAKA COOK OFF

Pasaka, derived from the term 'Passover,' symbolizing a time of celebration during the Easter season in sharing in food and family. In promoting this cultural resonance, we strategically aligned with Royco and Knorr to enhance the culinary experience.

Our Cook-Off initiative was designed to inspire households, encouraging them to bring the joy of exceptional food to their tables through the utilization of the distinguished Knorr and Royco brands.

### CLIENT



Unilever



01

chOMOa

chOMOa, a Swahili term signifying 'remove' or 'eject,' ingeniously intertwines with the brand name OMO, creating a compelling wordplay. This innovative campaign was meticulously devised to unveil the new antibacterial powdered soap variant within the OMO brand, alongside the introduction of a fresh scent for the original powdered soap. By seamlessly blending linguistic creativity with product innovation, our goal was to not only communicate the enhanced features of the new offerings but also to captivate the audience with a memorable and impactful campaign.

CLIENT



Unilever



# BRAND PACKAGING

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Meticulously crafted package  
designs that leave an indelible mark.

**DARAJA** PLUS

01

## REBRANDING

Revitalized UNGA EXE packaging to spearhead a transformation within the Wheat category with our innovative Exe® packs. Our strategic objectives encompass reclaiming former users, reigniting their interest in Exe® products, and positioning the Exe® brand as the pinnacle of superiority in the minds of consumers.

This rebranding initiative was designed not only to set a new standard within the market but also to forge a lasting and positive impression, solidifying Exe® as the preferred choice for discerning consumers.

### CLIENT



THE TRANSFORMATION



OLD PACK



NEW PACK

Brand Color •

Nutrition statement •

Fortification logo •

• Company Logo

• Brand Logo

• Brand Variant

• Table Mat pattern

• Product

• SKU Size



March, 2021 - Date

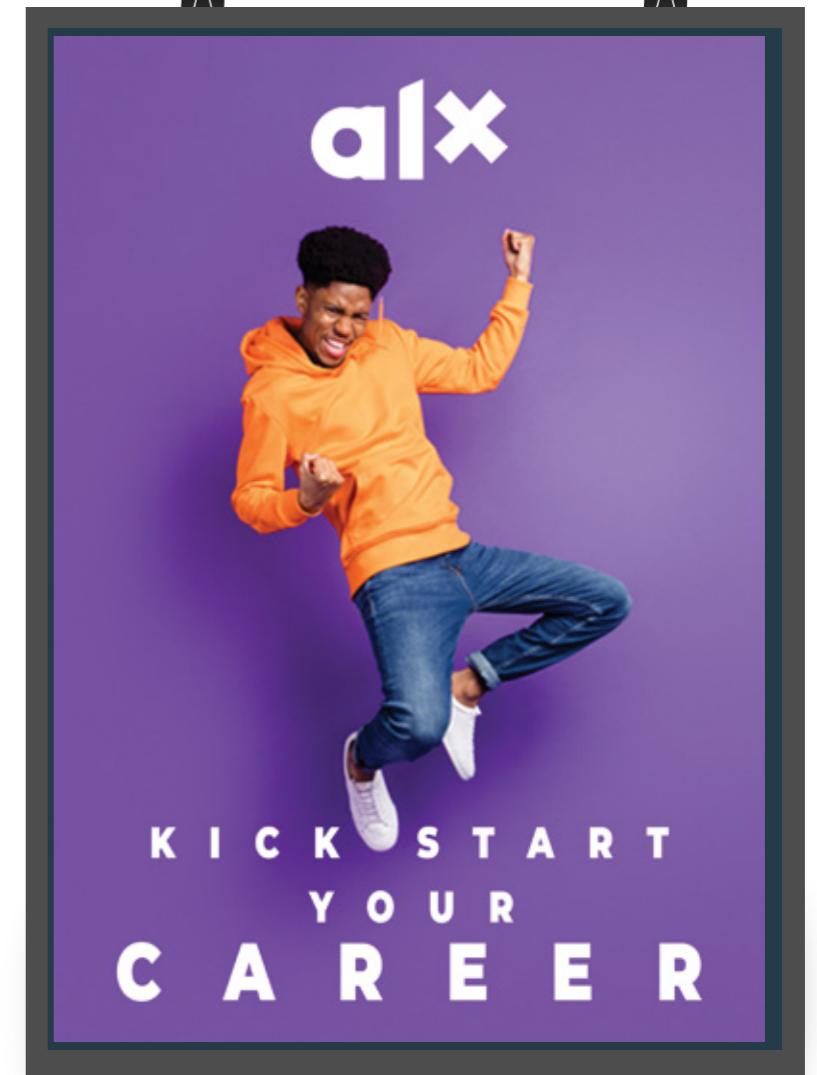
The following work was done under Hallmark Marketing  
for their respective clients



ALX is a program kickstarted by ALU in a bid to create programmes designed to provide with the in-demand skills for the careers that power the world.

We were tasked to drive learner acquisition for ALX's three programs; Financial Analyst, Virtual Assistant and a 12-month Software Engineering.

## CLIENT



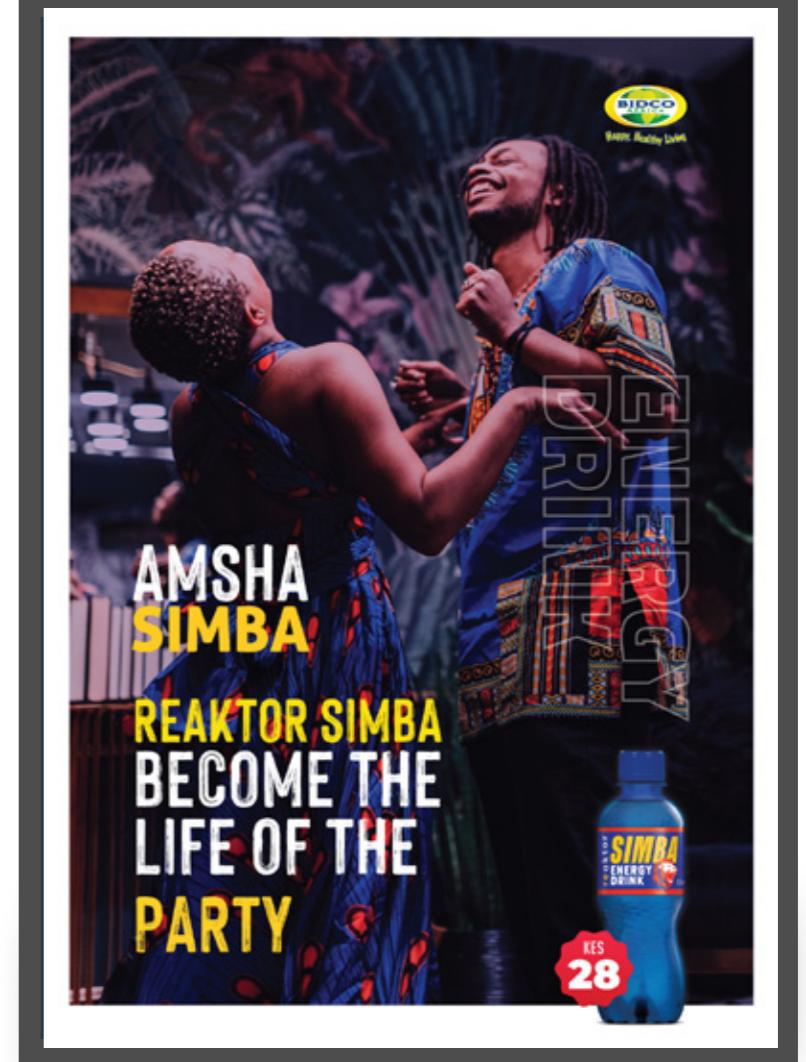
02

## AMSHA SIMBA

'Amsha Simba,' meaning 'Awake the Lion,' a powerful and resonant expression aimed at conveying vitality and dynamism for the energy drink. I Meticulously crafted visuals, encompassing a series of 15 posters to artistically communicate various facets of energy.

This campaign served not only to articulate the inherent vigor of the product but also to captivate audiences through a diverse array of compelling messages, collectively amplifying the brand's identity and energizing the consumer experience

### CLIENT



03

## CENTRO FOODS

Centrofoods, a leading producer of quality tomato & chilli sauces, fruit jams, fruit juice, and mineral water, aimed to enhance visibility and brand recall for market dominance and entry into Kenyan households.

The designs were crafted to create TOMA (*Top of Mind Awareness*) for their diverse product brands.

### CLIENT



04

## GOLDEN FLEX

Predator a Coca Cola brand in seeking to gain market share in HORECAs by launching the Predator canned energy drink, upgrading their consumers from PET bottles while retaining the fierce Predator flavor.

The GoldenFlex campaign was intended to create the much needed razzmatazz.

CLIENT



05

## TASTEFULLY CRUNCHY

Given the competitive landscape, Weetabix EA was launching Extruded Cornflakes under Weetabix Brand, as an extension to the existing Weetabix Traditional Cornflakes.

The idea was to create visuals that resonate with kids and drive purchase

CLIENT

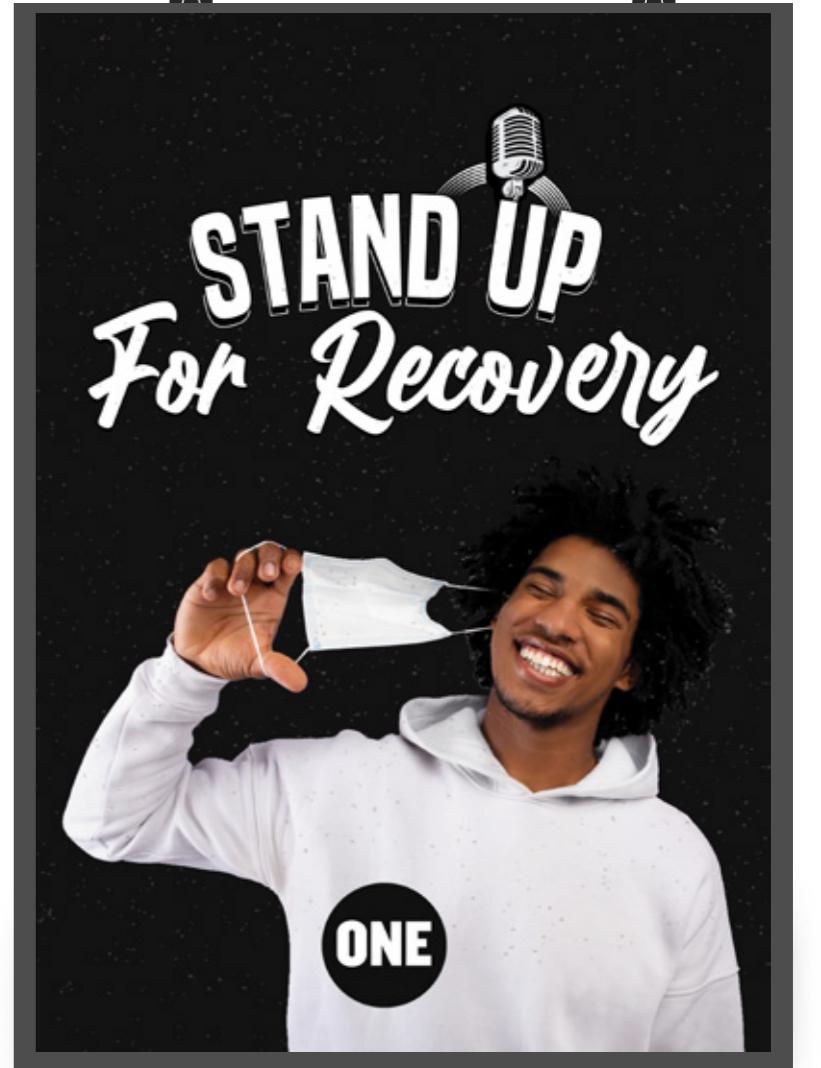


06

## STAND-UP FOR RECOVERY

One campaign in planning a series of stand-up comedy events were looking into having a Kenyan edition, featuring various Kenyan comedians. We dubbed it Stand-Up for Recovery, looking into Africa's recovery post-covid in various spheres.

### CLIENT



03

Social  
Media

# DIGI TAL

M A R K E T I N G

## Tools

Illustrator | Photoshop

I strategically cultivate brand awareness through the implementation of targeted display ads and leveraging social media platforms tailored to your specific target market. My objective is to generate heightened anticipation, foster meaningful engagement, and drive conversions, thereby maximizing the impact of your promotional initiatives."

01

FEEL THE POP

# Kellogg's

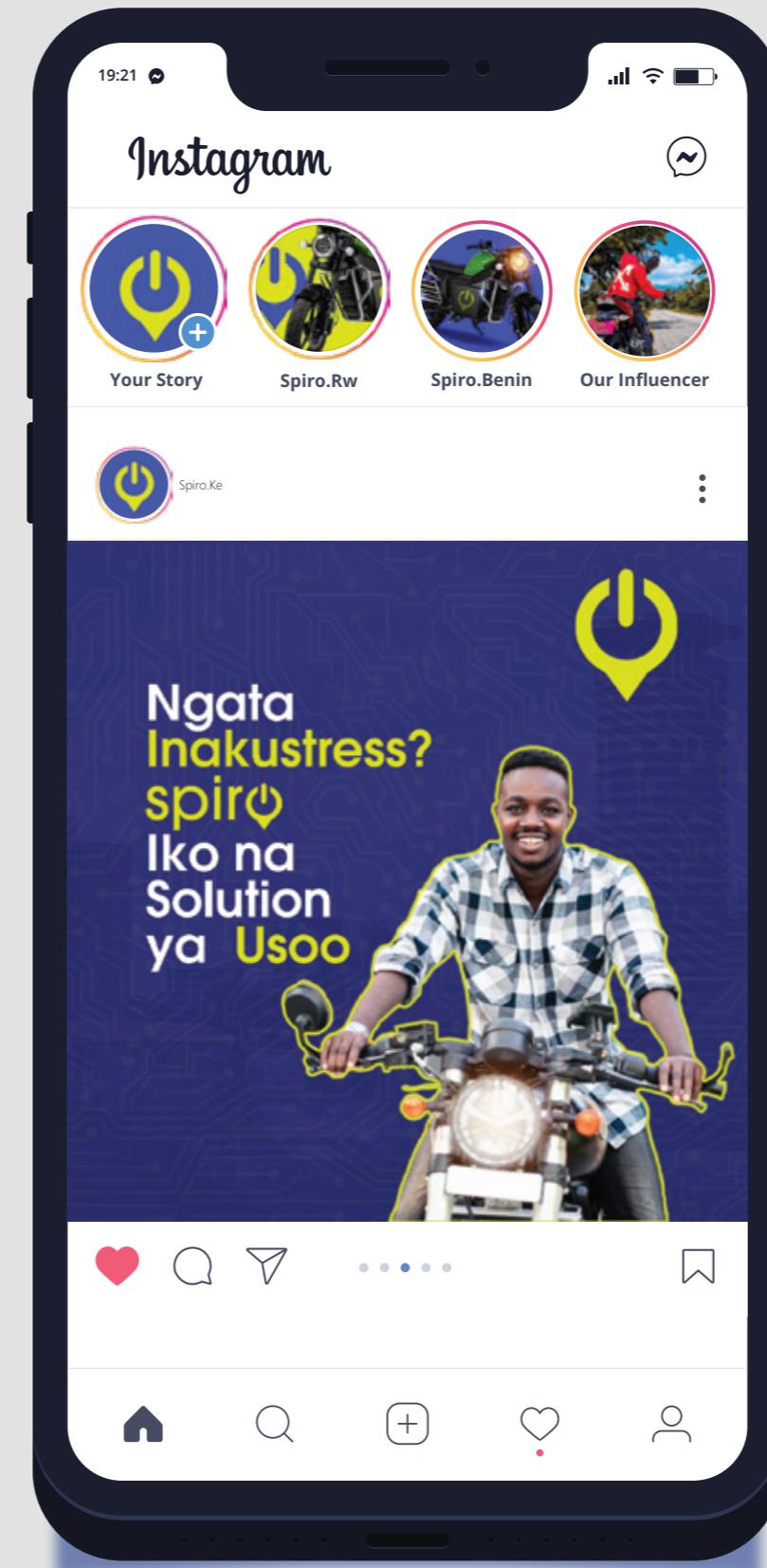
Created social media pages specific to the Kenyan market, and leveraged on influencer marketing for the campaign.



## 02 SPIRO IKO NA FORM

# spiro

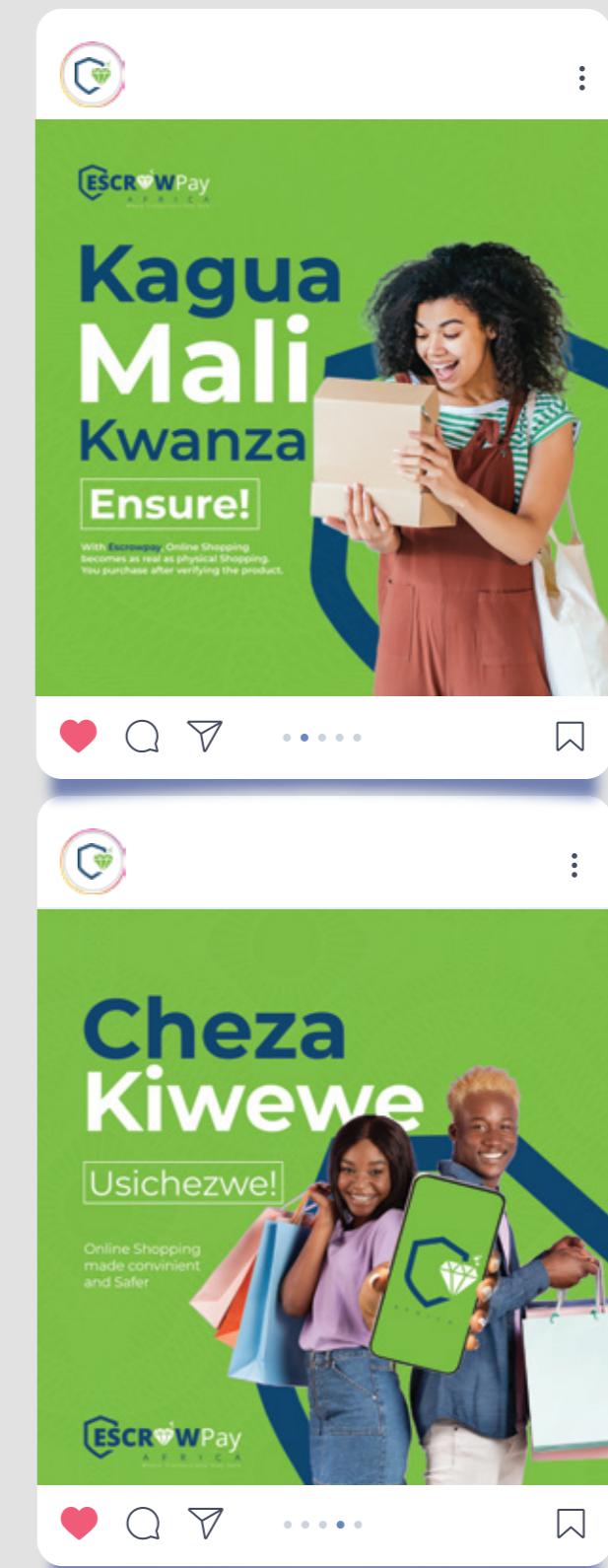
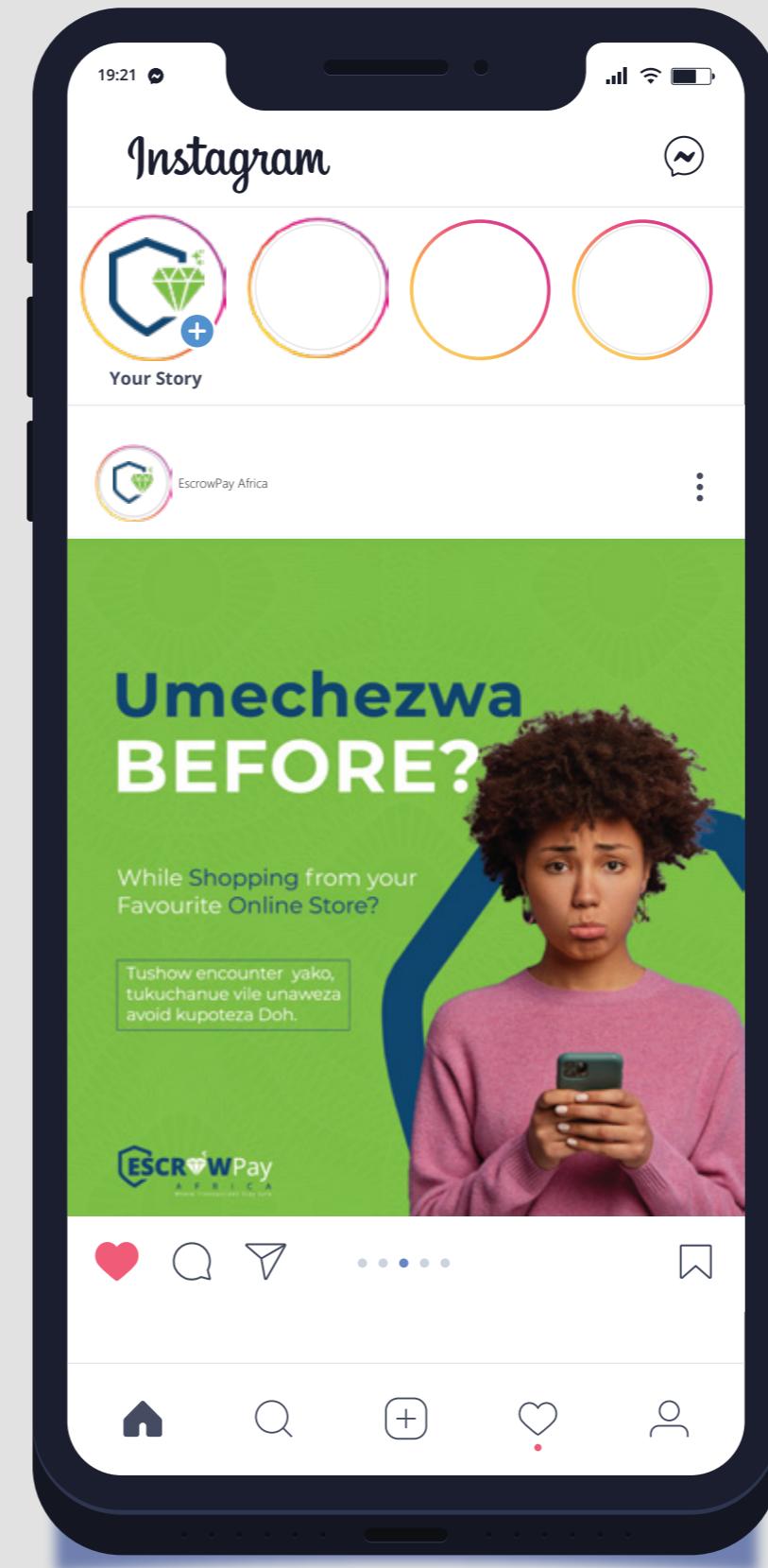
Engaged in an organic way with our TA, the aim was to show them that Spiro is a good and convenient alternative for them.



03 | SECURE PAYMENT



Established authentic engagement with our target audience, with the primary goal of illustrating that EscrowPay Africa serves as a secure and trustworthy method of payment for online transactions. This approach is designed to instill confidence and promote the reliability on the payment platform

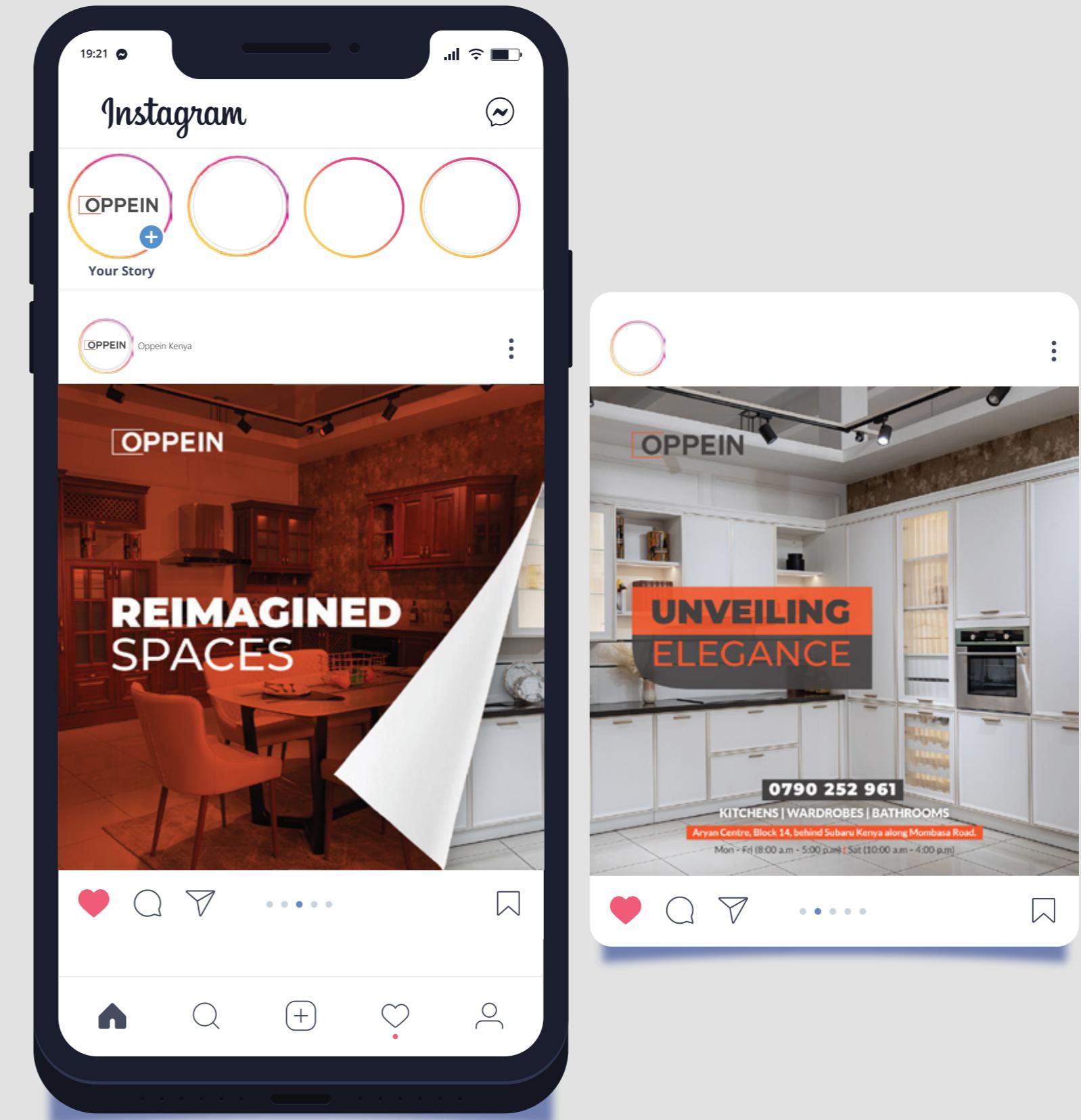


04

UNVEILING ELEGANCE

# OPPEIN

The design featuring open and curled pages symbolizes a transformative unveiling, seamlessly transitioning from the old to the new. This concept, embodies a dynamic narrative of innovation and progression as Oppein Kenya Launch their new showroom.

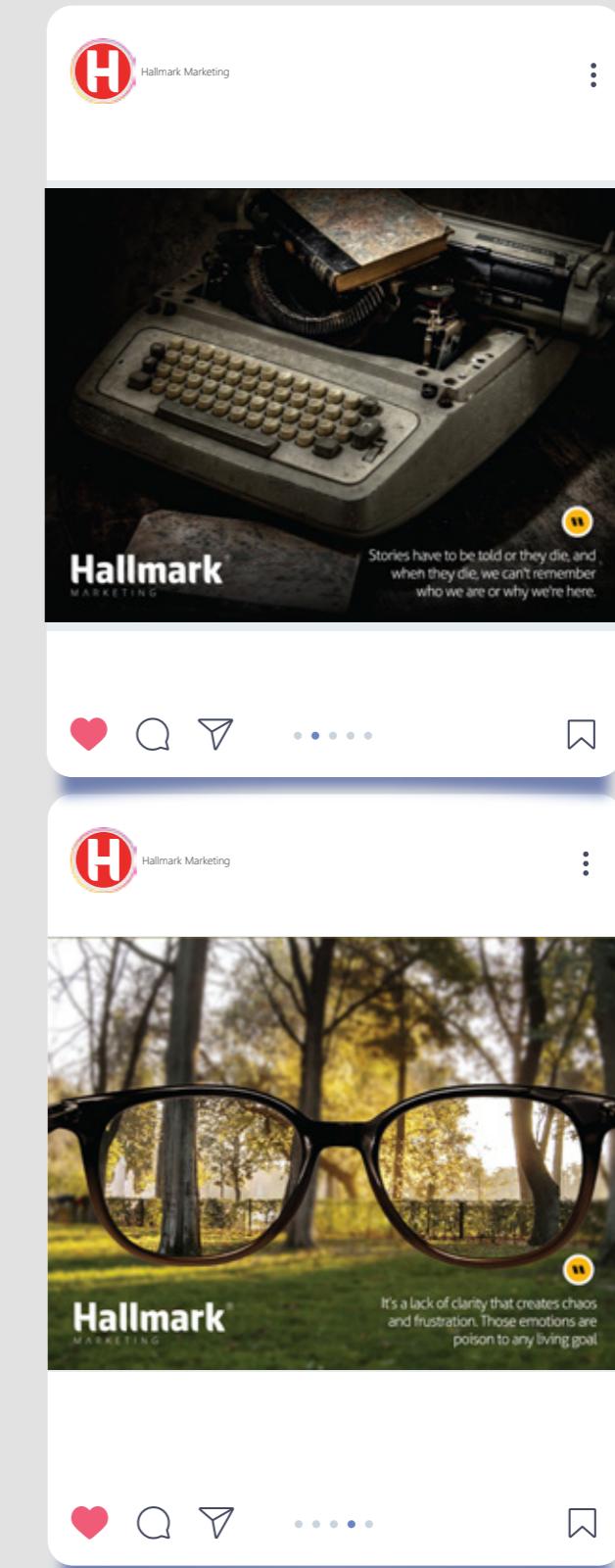
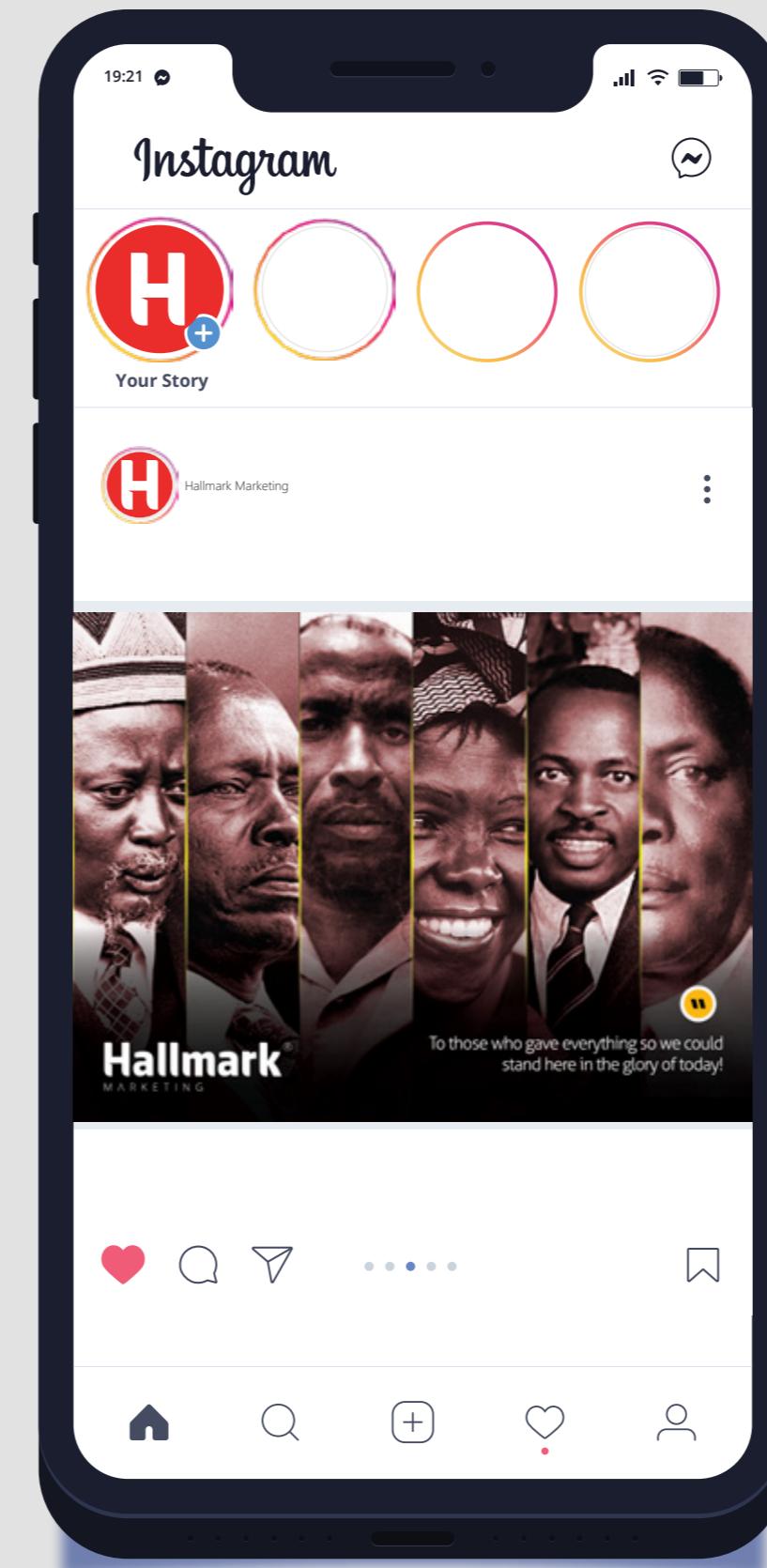


02

## MARKETING THE MARKETER



As a dynamic marketing agency, Hallmark consistently engages diverse audiences to fortify brand presence and connect with potential clients across various social media platforms. Our strategic approach involves crafting compelling content and fostering meaningful interactions to not only enhance brand visibility but also to cultivate lasting relationships that resonate with our target demographic.



04

# Asset Branding

01

VANS



02

UNIFORMS



03

MERCHANDISE



03

## OFFICIAL DOCS



05

UI/UX  
DESIGN

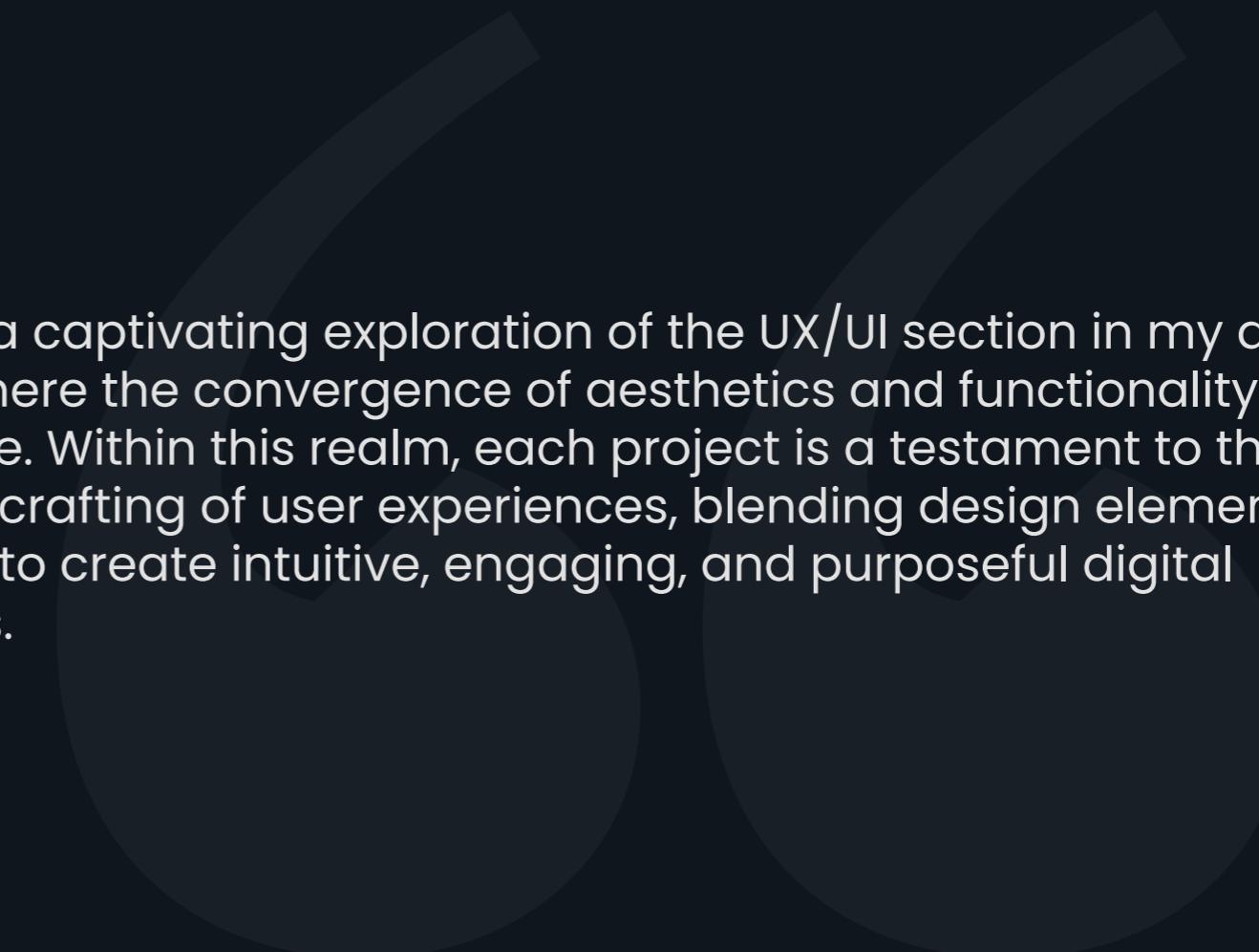


# XP

USER CENTRIC

## Tools

Illustrator | XD | Figma | Webflow



Embark on a captivating exploration of the UX/UI section in my design portfolio, where the convergence of aesthetics and functionality takes center stage. Within this realm, each project is a testament to the meticulous crafting of user experiences, blending design elements seamlessly to create intuitive, engaging, and purposeful digital interactions.

STEP INTO GREAT BRANDS

We are a full-service marketing agency that provides **end-to-end** solutions for your brand. Our expertise helps you achieve your goals and drive sustainable growth for your business.

Permanent Employees

25% Experiential Marketing  
20% Data & Analytics  
30%  
25% Logistics Warehousing

H Hallmark<sup>®</sup>  
RETAIL MANAGEMENT

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CREATING A BETTER WORLD

One BRAND at a time

LEADER

PREVIEW: <https://shorturl.at/aeps2>



**PREVIEW:** <https://shorturl.at/ksBGZ>

06

DIGITAL  
ILLUSTRATIONS

# ART

D I G I T A L

**Tools**  
Illustrator

Immerse yourself in a vivid tapestry of visual expression, with the fusion of technology and artistic innovation. This section unveils a collection that pushes the boundaries of imagination and showcases the transformative power of digital artistry.

01

SELF PORTRAIT



02

AFRICAN BOY CHILD PAIN

An expression of the pain the boy child  
in Africa is facing



03

RUTH MWIKALI

Switch TV presenter



04

PATRICIA OJIJO



04

TRUE BLACK AFRICAN



04

AFRICAN BEAUTY





“  
may the impressions from my portfolio linger and the creativity resonate.  
Until our next visual encounter, may your inspiration be boundless and  
your designs ever-evolving.

BRIAN O. OPOLE  *Amor*



**Brian Opole**  
bomondi82@gmail.com  
Nairobi, Kenya

**Frikan Art**  
 @frikanart

 +254  
707  
538  
475