

dum3bi.

**Hi I'm Dumebi,
Art Director &
UX/UI Designer**

Welcome to my Portfolio



Education

Nnamdi Azikiwe University

B.Sc Radiography - 2015

Google

Online Marketing Fundamentals - (Jun 2018)

Android Enterprise Platform Associate - (Jun 2018)

Digital Sales Certificate - (Aug 2018)

Mobile Sites Certification - (Aug 2018)

Oxygen Academy

Art Direction and Brand Strategy - (Oct 2018)

Interaction Design Foundation

UX & UI Design- Ongoing

Awards

Oxygen Academy (Oct 2018)

Best Male Art Director

1st & 2nd Position Online portfolio review

1st Position Brand Identity Design and Communication Pitch (Team Delta)

Skills

Art Direction

UX & UI Design

Design Thinking

Brand Strategy

Research

Site Speed Optimization

Front End Web Development

Digital Marketing

Tools



Creatives



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Brand:
Amazon

Project:
Concept Ad



Find Anything

amazon



All - makeup bru

Find Anything

amazon

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Brand:
KitKat

Project:
Concept Ad



Let the Kat
out of the bag



Let the Kat
out of the bag



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Brand:
Hero Beer

Project:
Concept Ad



Drink Responsibly. Not for Sale to Persons Under the Age of 18



**Be Undaunted
Be the Hero**



Drink Responsibly. Not for Sale to Persons Under the Age of 18

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Brand:
Dangote Flour

Project:
**Art Direction
for social media**



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Brand:

Taruwa Festival 2019

Project:

**Identity & Art Direction
for social media**

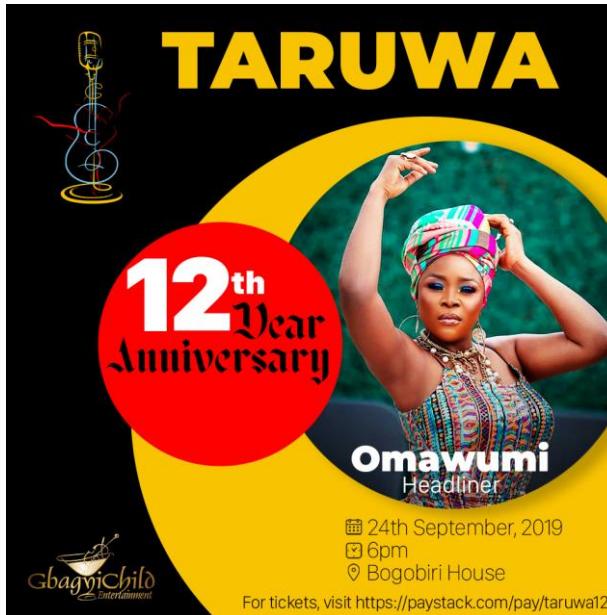


WEDNESDAY 27th	10:00am-11:00am 11:30am - 12:30pm 1:00pm - 02:00pm 2:30pm - 05:00pm 18:30pm-9:00pm	6:30pm	Tech meets Arts (Panel) Creative Women Live Interview Festival of Shorts Night of Theatre
THURSDAY 28th	10:00am-11:00am 11:30am - 12:30pm 1:00pm - 02:00pm 2:30pm - 05:00pm 18:30pm-9:00pm		Live Interview - Ber & Falz Arts and Mental Health (Panel) The Money Panel (Panel) Growing a Theatre Going Audience in Nigeria (Panel) Concert
FRIDAY 29th	10:00am-11:00am 11:30am - 12:30pm 1:00pm - 02:00pm 2:30pm - 03:30pm 18:30pm-10:00pm		ZAMARIO SHOWGEAR

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**Brand:
Taruwa**

**Project:
Social media
design for their
12th anniversary
celebration.**





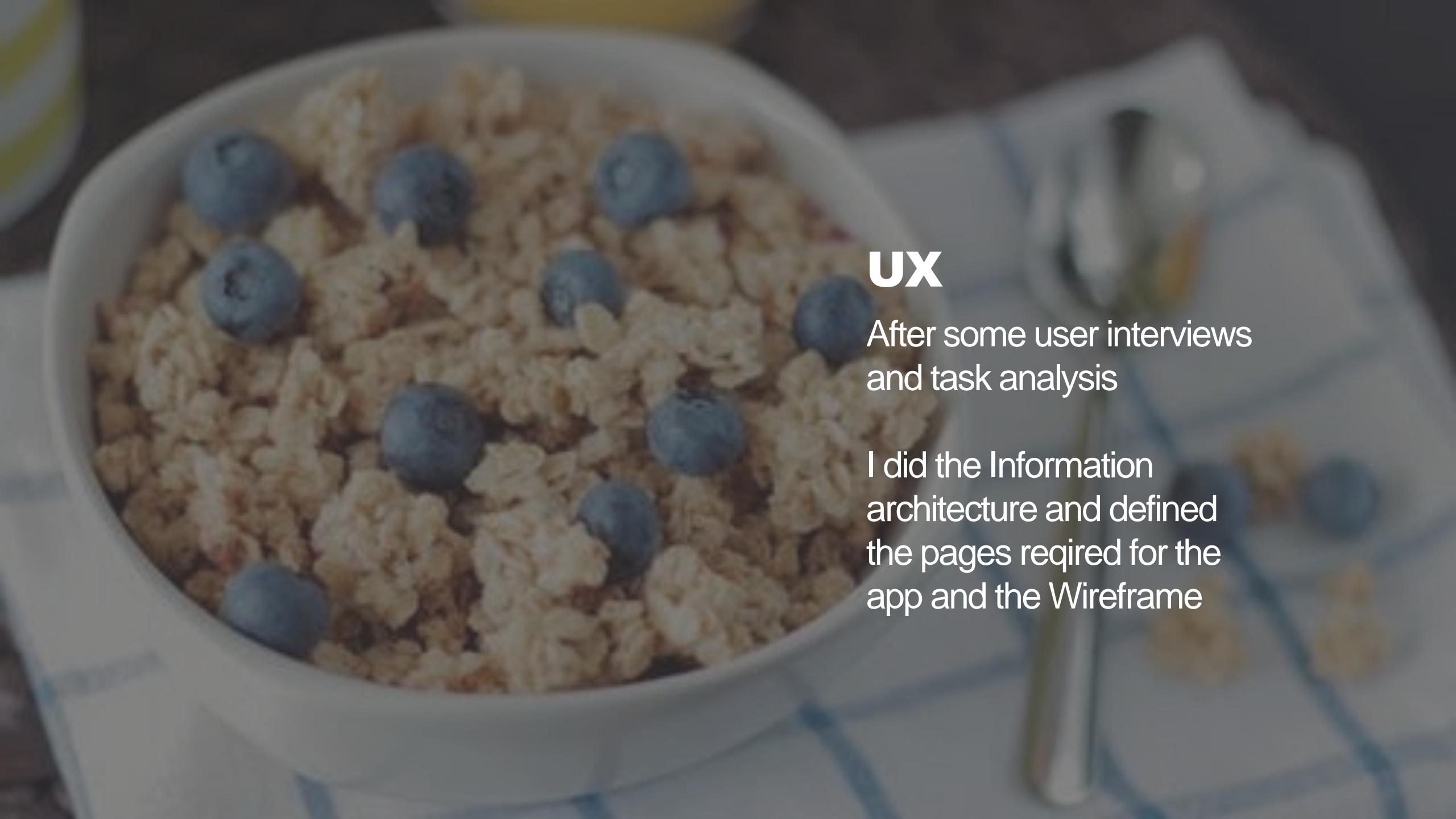
QUAKER OATS DIET APP UI DESIGN CONCEPT



OBJECTIVE

To encourage the culture of Healthy Breakfast which will also drive consumption and increase Top of Mind Awareness we developed a healthy breakfast challenge

My role was to design the User interface of the App concept

A close-up photograph of a white bowl filled with cereal and several fresh blueberries. The cereal appears to be a mix of brown and white flakes. The background is slightly blurred, showing more of the cereal box.

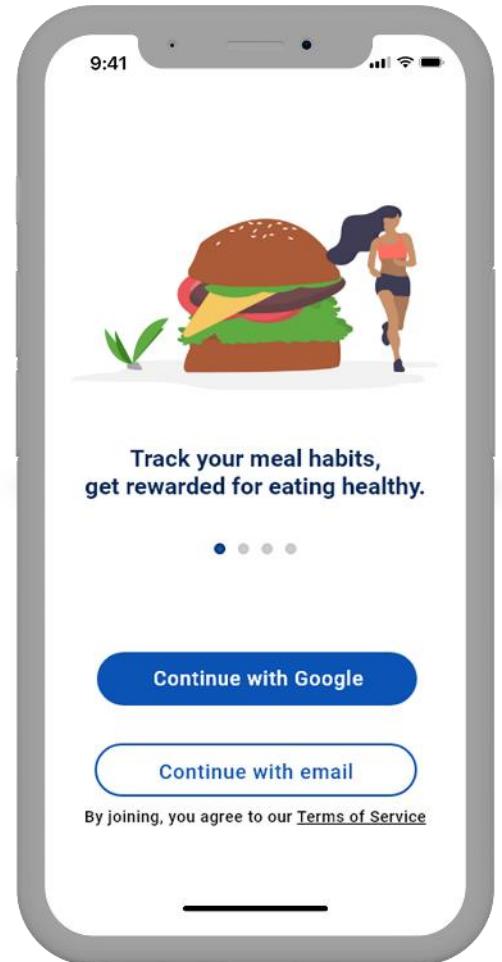
UX

After some user interviews
and task analysis

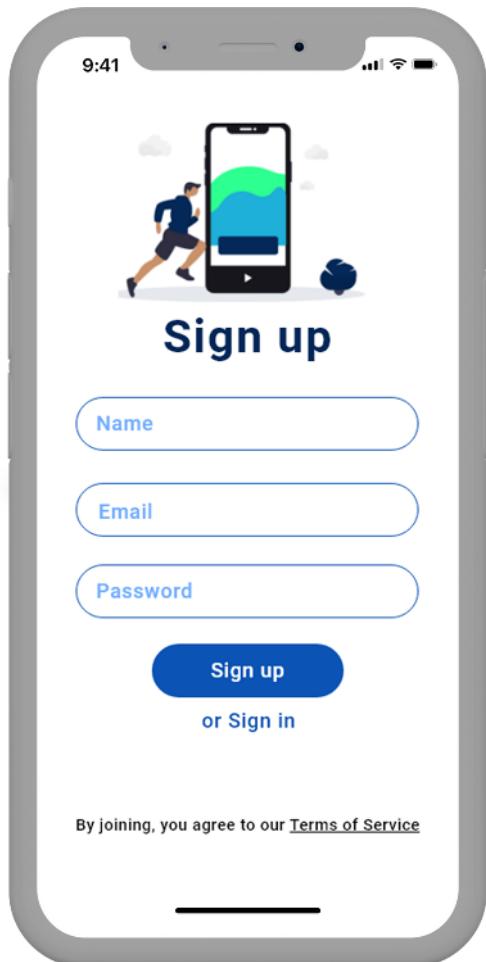
I did the Information
architecture and defined
the pages required for the
app and the Wireframe

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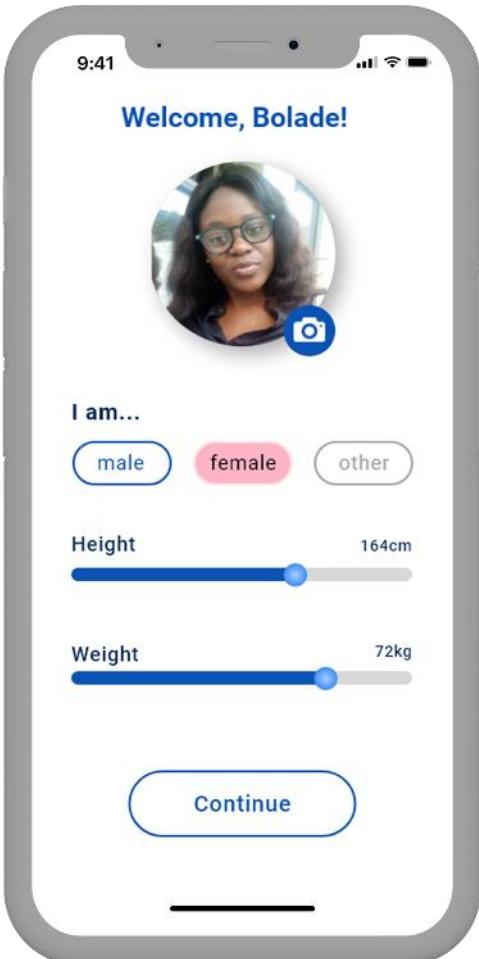
Splash page & onboarding page



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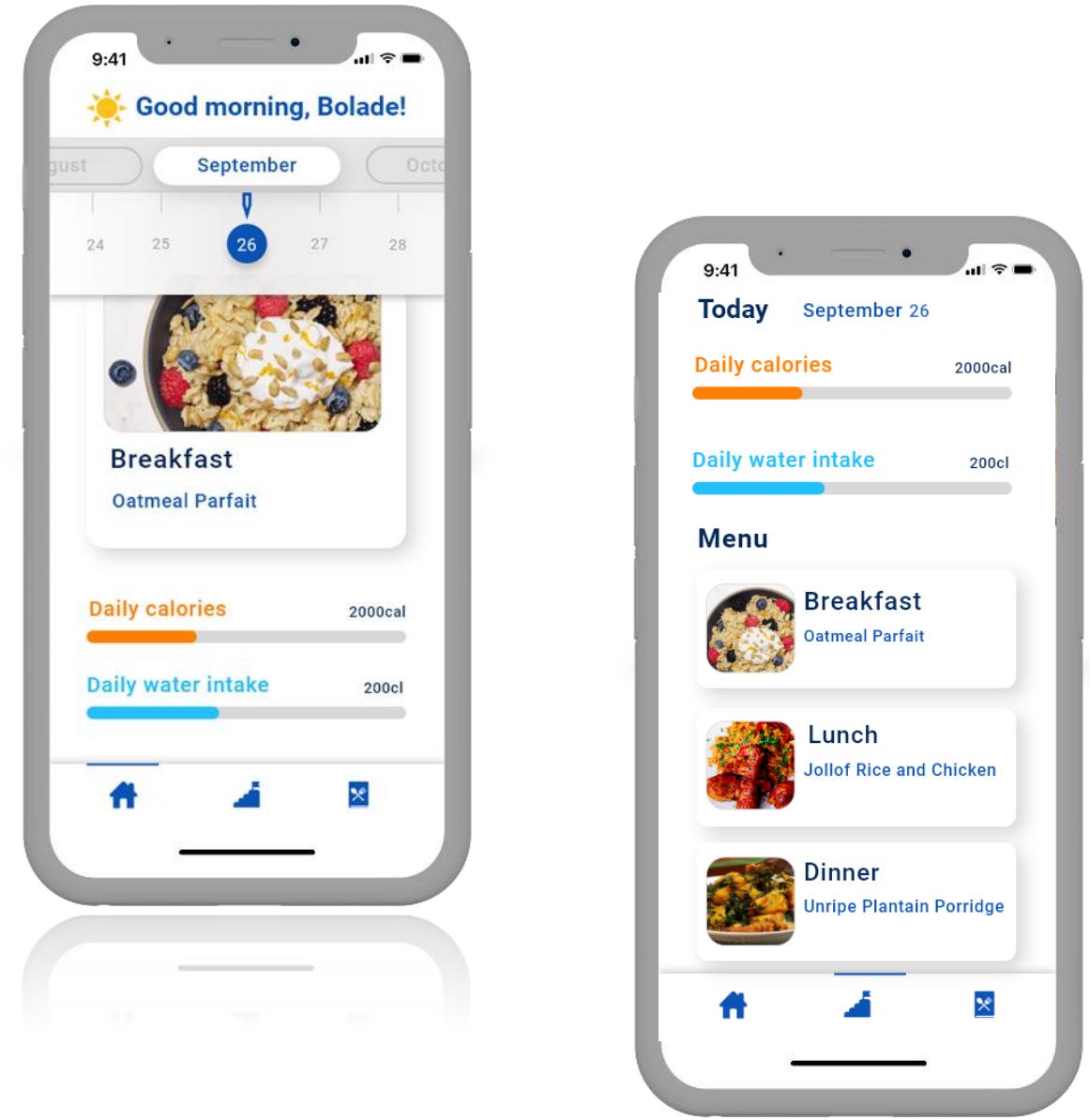
www.dum3bi.com

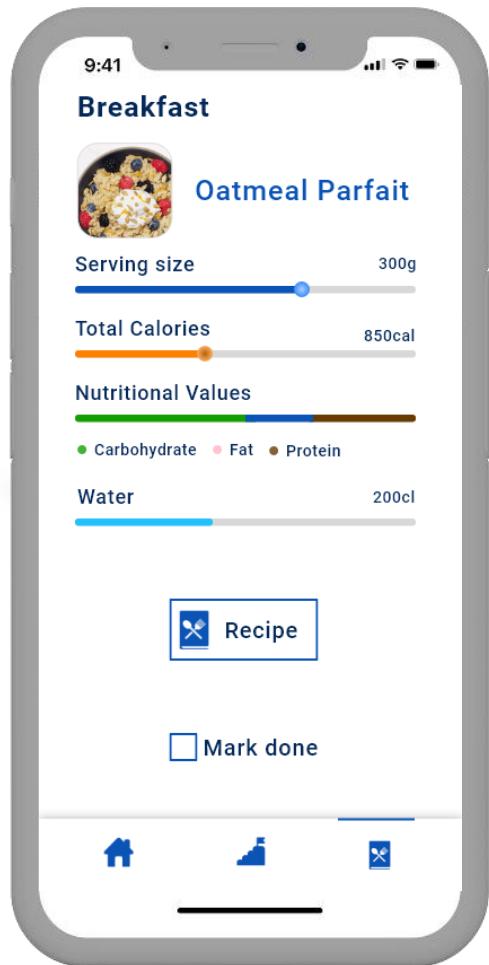


Sign up & profile update pages

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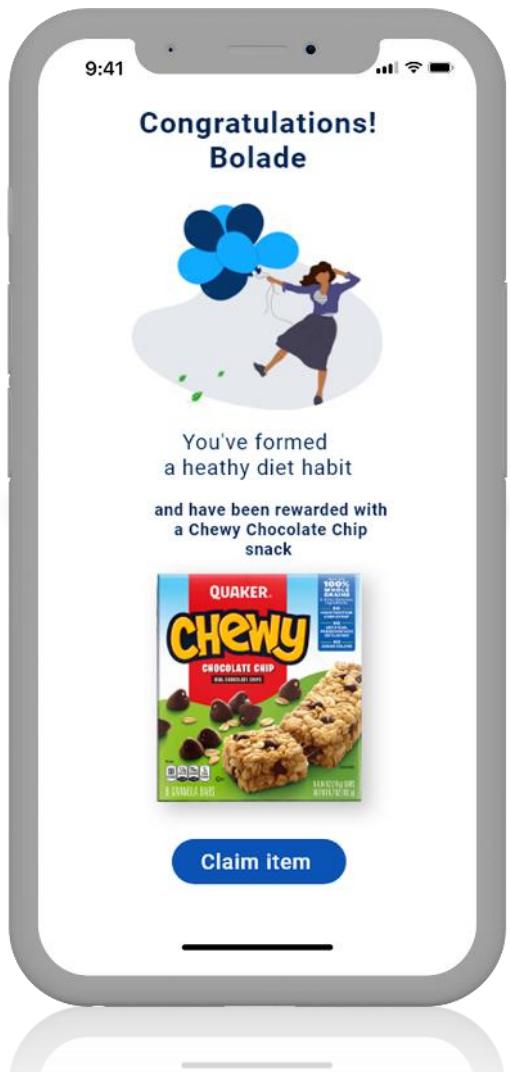
Daily diet dashboard & Menu pages





Meal & Recipe pages

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Reward page for following through with the challenge

A close-up photograph of a person's hand, likely African American, positioned in the upper left corner of the frame. The hand is making a "OK" gesture with the fingers. The background is a solid, dark reddish-brown color.

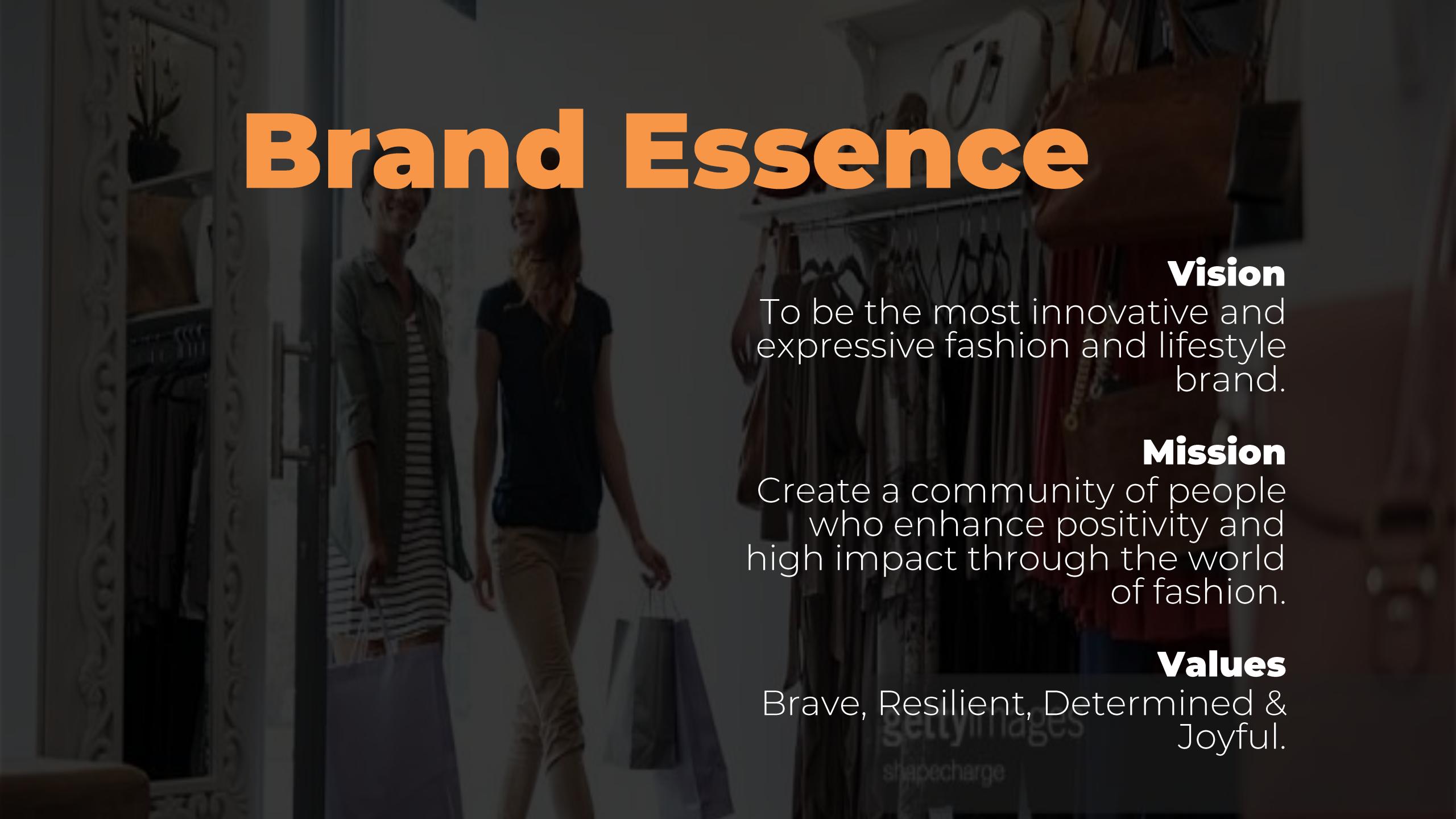
BRAND IDENTITY FOR XIREA SUB BRAND

Logo

d3ntiti

Your life, Your wears, Your identity.

Brand Essence

A black and white photograph showing a man and a woman walking through a clothing store. They are looking at clothes hanging on racks. The man is on the left, wearing a striped shirt and jeans. The woman is on the right, wearing a dark t-shirt and jeans. They are both smiling. The store has various items on shelves in the background.

Vision

To be the most innovative and expressive fashion and lifestyle brand.

Mission

Create a community of people who enhance positivity and high impact through the world of fashion.

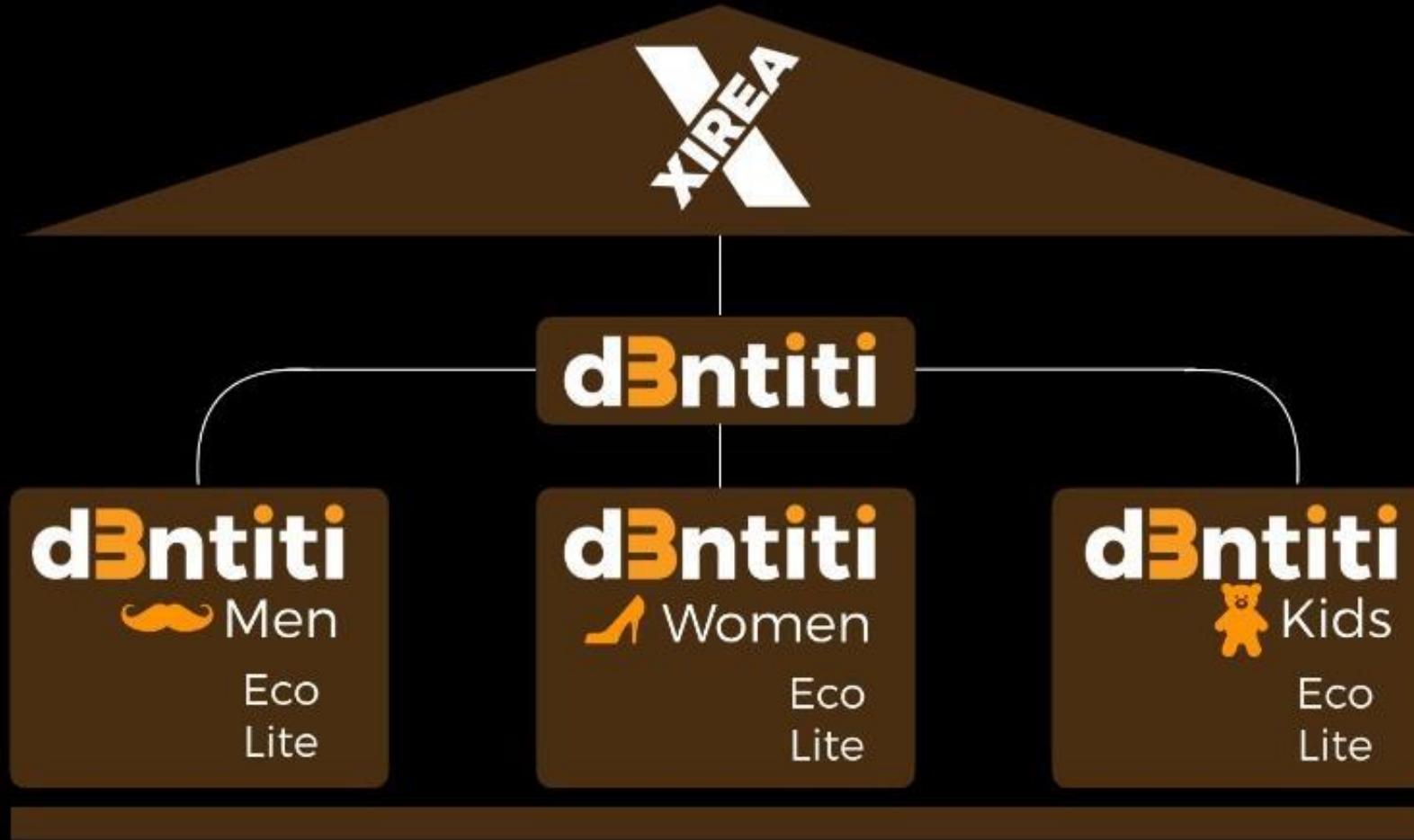
Values

Brave, Resilient, Determined & Joyful.

Brand Personality

**ASPIRATIONAL
PASSIONATE
DILIGENT
ACCOMODATING
ADVENTOROUS**

Brand Architecture



Brand Positioning

d3ntiti is a brand that provides affordable and durable wears that allow individuals express themselves and do their thing their own way.

We are the motivator of the
“grindist”

Logo Guideline





Always maintain the required clear space around the logo. No text, image, right edge, etc should ever interfere with logo clear space.

Preferred clear space, this equals 2x the height of the letter "d".

Minimum clear space, this must not be less than 2x the height of the letter "d".

d3ntiti's logo must always be on the left of the layout and equal to the size of the letter "d".

Logo Don'ts



d3ntiti

Don't add a drop
shadow effect

d3ntiti

Don't stretch the logo

d3ntiti

Don't alter the colours

d3ntiti

Don't distort the logo

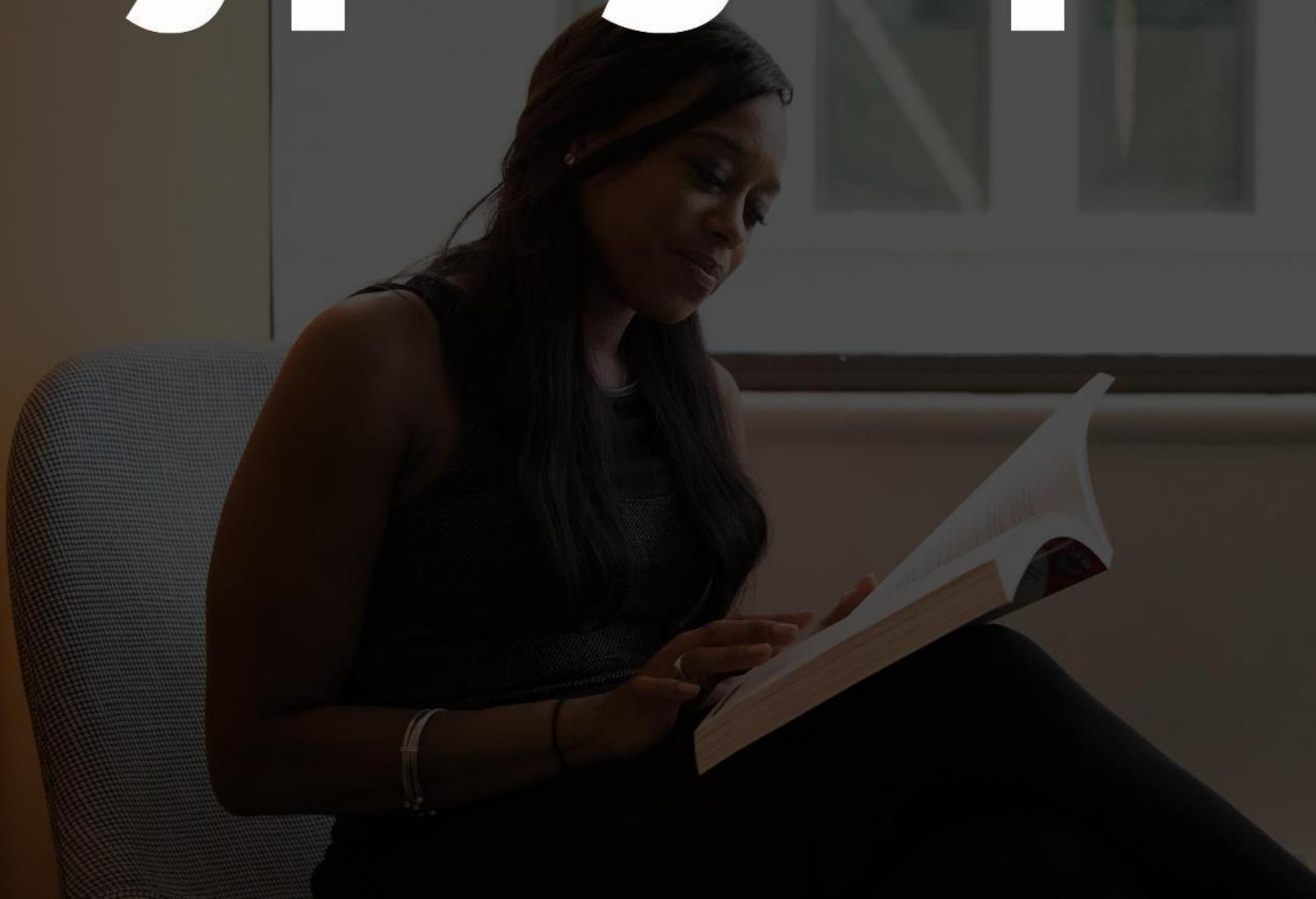
d3ntiti

Don't apply patterns
or gradients inside the logo

we are d3ntiti

Don't use logo within
a sentence

Typography



Montserrat black and montserrat light are our main typefaces for titles, subtitles and main text for both online and offline use.

it is a simple and classy typeface that expresses the quality we deliver to our consumers.

The typeface can be used in black, white and orange (#f99c1c) depending on what it is being used for.

Montserrat black for titles and subheadings

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
***#&1234567890**

Montserrat light for main text

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
*#&1234567890

Color Palette



Primary Colors palette



RGB: 0 0 0
CMYK: 100 100 100
#000000



RGB: 255 255 255
CMYK: 0 0 0 0
#ffffff



RGB: 249 156 28
CMYK: 0 45 99 0
#f99c1c

Accent Colors palette



RGB: 70 70 70
CMYK: 67 60 58 42
#464646



RGB: 149 149 149
CMYK: 44 36 37 2
#959595



RGB: 255 195 113
CMYK: 26 63 0
#ffc371

Use RGB and HEX formulas for on-screen and digital use.

CMYK builds are for print applications.

The specific RGB color formula and CMYK color formula are provided and must be specified individually for each color

Photography





d3ntiti images must reflect the properties and the characteristics of the brand such as;

Class and elegance

Characteristics related to the brand (Casual wears)

Application





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CEO

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dBntiti

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d3ntiti



d3ntiti

A close-up photograph of a dark blue, ribbed garment, likely a sweater or hat. A horizontal band of red and white patterned fabric runs across the middle. A black rectangular label is attached to the blue fabric, featuring the word "d3ntiti" in a stylized, lowercase font. The letter "3" is orange, while the rest of the letters are white. The background shows the textured surface of the garment.









Hustle
Hard

dentiti



























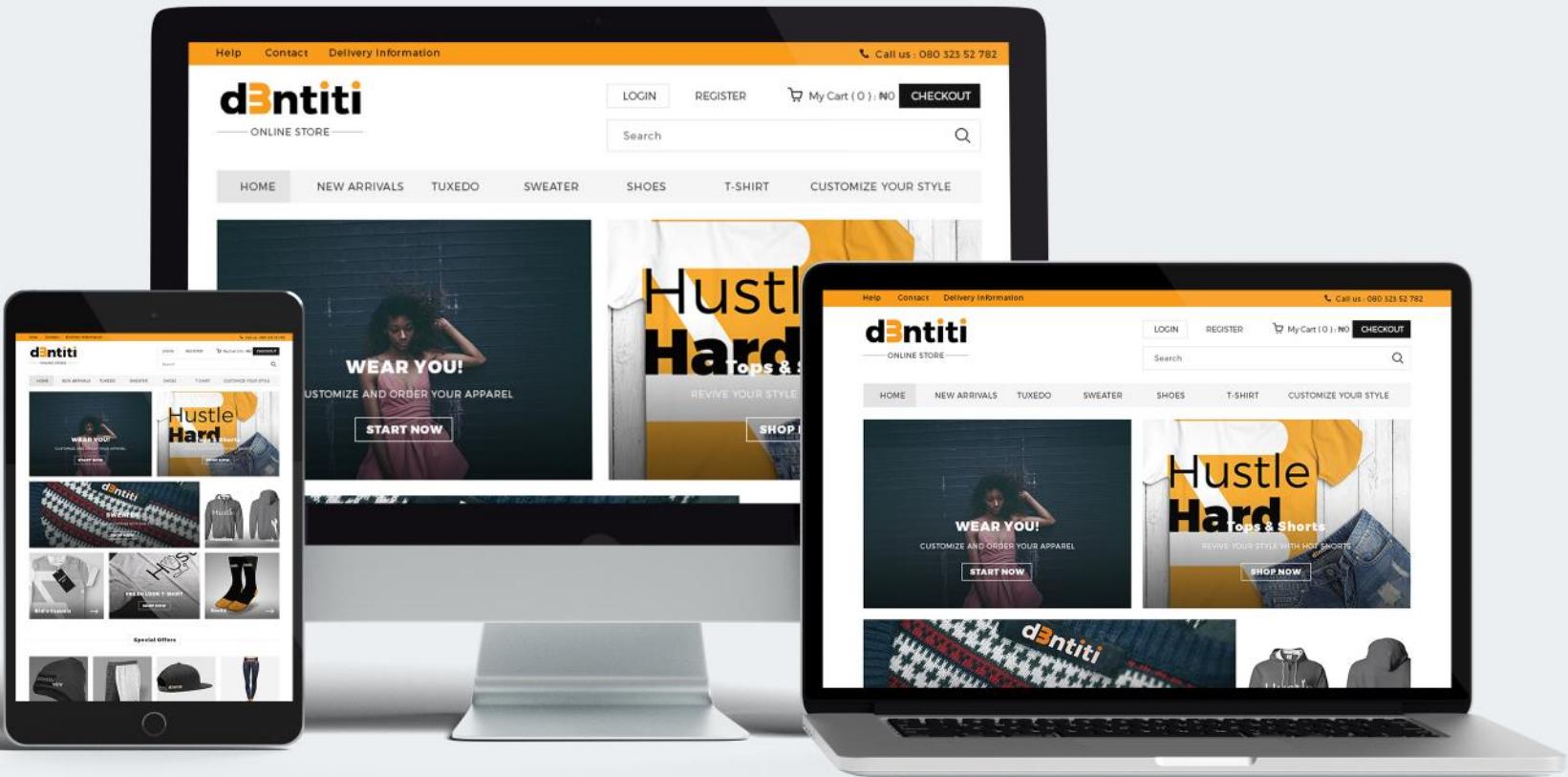


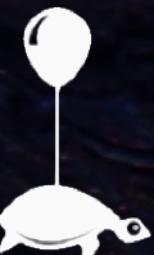
d3ntiti











Thank you

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