

OLANREWAJU AKINOLA

Creative Director | Storyteller | Interactive Media Strategist
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PROFILE SUMMARY

Multidisciplinary Creative Director with 8+ years of experience in video production, interactive storytelling, motion graphics, and immersive content creation. Proven success in building creative vision, leading diverse teams, and delivering premium, emotionally resonant experiences across platforms. Adept at directing high-impact visuals for digital, mobile, VR, and broadcast environments. A strategic thinker with a passion for storytelling, innovation, and family-friendly creative work.

CORE COMPETENCIES

Creative Direction & IP Development
Storytelling Across Mediums (Video, Games, VR)
Motion Graphics, 3D Animation & VFX
Game Concept Pitching & Interactive Narratives
CrossFunctional Collaboration
Team Leadership & Mentorship
Narrative & Visual Design
Mobile & Cross-Platform Content
Adobe Suite, Blender, Unity, DaVinci Resolve
Audience-Centred Creative Strategy

EXPERIENCE

Creative Director & Lead Editor
Rainbow Kreativ – Manchester, UK
Jan 2023 – Present

- Directed 20+ immersive commercials and interactive campaigns across digital and mobile platforms.
- Developed visual storytelling pipelines incorporating 3D, motion graphics, and real-time VFX.
- Led IP ideation and concept development for brand films and product showcases.
- Collaborated with developers and content strategists to translate complex ideas into visual stories.
- Oversaw cross-functional teams of editors, 3D artists, and designers to deliver audience-centred content.

Video Editor & Media Technologist
BBC Northern Ireland – Belfast, UK
Jul 2023 – Sep 2023

- Produced and edited broadcast segments, integrating narrative structure with animated infographics.
- Created 3D reconstructions and VR-ready visual assets for news and documentary features.
- Coordinated with directors and journalists to shape editorial tone, accessibility, and visual style.
- Trained junior team members in visual effects workflows and storytelling techniques.

Video Editor & Motion Graphics Artist
Lanre Esho Films – Lagos, Nigeria

May 2020 – Jun 2021

- Developed emotional story-driven edits for weddings, brand projects, and advertisements.
- Designed motion graphics intros and title sequences to elevate narrative delivery.
- Maintained creative timelines and client engagement through structured delivery pipelines.

EDUCATION

LL.M., Information Technology & Intellectual Property Law
University of Sussex – Brighton, UK | 2021 – 2023

LL.B., Law
Afe Babalola University – Ekiti, Nigeria | 2013 – 2018

TECHNICAL SKILLS

Creative Tools

Premiere Pro, After Effects, DaVinci Resolve, Final Cut Pro, Avid Media Composer, Photoshop, Illustrator, Nuke

3D & Interactive Media

Blender, Maya, Cinema 4D, Unity, Adobe Aero (AR), Unreal (basic)

Formats & Platforms

4K, HD, VR/360, Cross-platform, mobile content, Spatial Media

Hardware Familiarity

RED, ARRI, Sony FS7, Canon C300

SELECTED HIGHLIGHTS

- Boosted client engagement by up to 60% through innovative motion-led campaigns
- Developed storytelling concepts translated into brand campaigns and immersive experiences
- Directed live-action and animated content featured across global platforms and networks
- Bridged creative strategy with legal understanding to guide ethical IP development

INTERESTS

Narrative game design | Spatial storytelling | Family-friendly content | Interactive art | Accessibility in media | AR/VR exploration