MATTHEW OLADELE

Art Director | Web Developer

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📍 Indianapolis, Indiana

ABOUT

I am a professional with over 13 years in marketing and advertising industry. I am an art director and web developer, passionate in using technology and creativity to solve problems. I have bachelors in Graphic Design, studied web development at Eleven Fifty Academy and a recent graduate (developer) of Salesforce and Deloitte Pathfinder program and 60 Trailhead Badges.

WEBSITES, PORTFOLIOS, PROFILES

- Portfolio - *https://oladelematthew.github.io/oladelematthew-github.io*
- Github - *https://github.com/oladelematthew*
- LinkedIn - *https://www.linkedin.com/in/matthew-oladele*

SKILLS

- Proficient in Adobe Creative Suite - Photoshop, Illustrator, Indesign, and Premiere
- Proficient in Microsoft Office - Word, Powerpoint and Excel
- Proficient in HTML, CSS, Javascript, JSON, REST API's, React, Express.js and Typescript
- Proficient in Run Time Environments (Node.js) and Databases(PostgreSQL, MySQL)
- Intermediate in wordpress

WORK EXPERIENCE

ART DIRECTOR | May 2019 - April 2020
The Bentcil Company - Indianapolis, IN
- Conceptualized and generated 360 campaign for new brand the company wanted to launch to consumers
- Developed new (marketing) ideas to boost sales of promotional products
- Created custom layouts and designs for clients

CREATIVE GROUP HEAD | June 2016 - July 2017
Saatchi Lagos - Nigeria
- I was responsible for the quality and pace of delivery of all work leaving the team
- Tasked with the aim of (continuously) raising the bar of art direction within the department and the industry
- Liaised with key internal and external clients contacts with the aim of selling concepts and ideas

TEAM LEAD (ART) | March 2015 - June 2016
X3M Ideas - Lagos, Nigeria
- Worked closely with copywriters to generate creative ideas and concepts to fulfill the client's briefs
- Mentored and trained subordinates within the team to deliver outstanding work at all times at a pace that delights external clients
- My team pitched new ideas to clients, which won us new accounts/clients

ART DIRECTOR | September 2014 - March 2015
X3M Ideas - Lagos, Nigeria
- I was commissioned to plan, design and layout annual reports for the six (6) geopolitical zones in Nigeria.
- Worked with a team that delivered 360 degrees campaign on various accounts

JUNIOR ART DIRECTOR | August 2013 - December 2013
The Jupiter Drawing Room - Cape Town, South Africa
- Understudied art direction and conceptualization from senior art directors and creative heads
- Worked closely with copywriters to generate creative ideas and concepts to fulfill the client's briefs

EDUCATION

Salesforce and Deloitte Pathfinder Program | June 2020 - August 2020
Salesforce Developer (Technical Certification in progress)
- Salesforce and Deloitte joint program to build Salesforce Developer and business soft skills
- Completed **60 Badges**, achieved Trailhead Expeditioner rank
- Advanced technical skills include: Apex, Visualforce, CRM, App Logic, App Lifecycle, Security, Integration, Data Management, Database, Lightning

Eleven Fifty Academy (Indianapolis, IN) | February 2020 - July 2020
Web Development Certificate
- **Relevant coursework:** APIs, DOM, Firebase Deployment, Heroku Deployment, Introduction to Ui, CSS, Express, GIT, GitHub, HTML, Javascript, Node, PostgreSQL, React, Sequelize
- **Related Projects:** Utilized HTML, CSS, bootstrap, Formspree and Javascript to build a personal portfolio. Also created a React App using React framework, React Libraries and Node.js

AAA School of Advertising (Cape Town, SA) | July 2013 - November 2013
Professional Diploma, Media Management
- **Relevant coursework:** Media Strategy, Advertising and Marketing Communications, Creative Thinking
- **Related Projects:** Developed a full media plan and strategy for clients/agencies

Federal University of Technology (Ondo, Nigeria) | December 2003 - September 2008
Bachelor Degree in Graphic Design
GPA: 3.58
- **Relevant coursework:** Photography, Illustration, Color Theory , Screen printing, Freehand Drawing, 3D Modelling, Printing, Advertising, Publishing and Book Design, Typography
- **Related Projects:** Digital Wall Branding of The ETF building of the university

PROJECTS

Personal Portfolio
- *https://oladelematthew.github.io/oladelematthew-github.io*
- Utilized HTML, CSS, bootstrap, Formspree and JavaScript

React App - taskPriority
- *https://om-taskpriority.herokuapp.com*
- Frontend was built with React and backend in Node.js

Group Project - Premier Commercial Service
- *https://premier-client.herokuapp.com*
- Frontend was built with typescript and backend in Node.js

Art Direction / Graphic Design
- *https://www.behance.net/matthewoladele*

VOLUNTEER PROJECTS

FUNetix App
- https://funetix.org/
- The patented, FUNetix 12 Hour Reading App is a "Wonderful Flight to Literacy," "Free to ALL Children," available NOW to stream on any laptop or desktop computer.

DESCENDANTS OF GODS
- *https://www.behance.net/gallery/93909549/DESCENDANTS-OF-GODS*
- I collaborated with Eleven (an advertising agency in California) to create Black History Month 2020 Campaign