

# Ayomide Maclean

Art Director | Visual Storyteller

## Contact

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📍 Lagos, Nigeria

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## Education & Training

PGD, Public Relations & Advertising - Nigerian Institute of Journalism, Lagos 2022

Art Direction for Film & TV - EbonyLife Creative Academy 2021

Digital Marketing & Adobe Suite - Kayshow Concept 2019

Broadcast Media Fundamentals - EMDI Institute, Dubai 2018

B. Sc, Zoology - University of Ilorin, Kwara State 2016

## Core Skills

Creative & Production: Art Direction, Set Design, Creative Producing, Food Styling

Technical: Adobe Photoshop, Canva, SketchUp, Final Draft, Google Workspace

Soft Skills: Strategic Planning, Client Relations, Team Collaboration, Problem Solving & Operational Coordination

## Volunteer Experience

Producer, Set Designer & Online Experience Lead | Reboot Camp, Celebration Church Int'l (2023 - 2025)

- Coordinated live and recorded production for annual camp meetings including program scheduling for live shows.
- Created recorded content for interstitial sessions between live shows.
- Designed, constructed and styled sets for all live and recorded shows of the online experience.

Videographer, Producer, VO Artist | Celebration Church Int'l (2019 - 2023)

- Led creative media sessions and contributed to livestream production weekly.
- Worked with the team to managed content capture, production coordination and post production processes.

## References

Available on request.

## Profile

Multidisciplinary creative professional with 5+ years of experience in media, film, and brand storytelling. Skilled in graphic design, art direction, set design, and creative producing, with a strong record of delivering high-quality projects for TV, film, and global brands. Adept at leading teams, managing productions, and transforming concepts into compelling visual narratives.

## Professional Experience

### Art Director, Set Designer & Food Stylist | Korell Vision (2021 - Present)

- Lead art direction and set design for film, TV, podcasts, commercials, and digital campaigns.
- Conceptualize and execute creative ideas for brands, integrating design, visual storytelling and food styling.
- Leverage AI tools for concept visualization, visual exploration, and moodboard creation.
- Manage client relationships, budgets, and production timelines to deliver high-quality projects.
- Some Notable work: When Nigeria Happens by Ema Edosio Deelen, Jameson Black Barrel Brand Ambassador Unveil, Chicken Republic 20years Anniversary Commercial, Moniepoint "Sabinus Village People" commercial

### Creative Director, Writer & Producer | Alo Hub Ent. (2022 - Present)

- Lead creative vision and supervise writing, casting, and production design to ensure consistent creative vision.
- Produced Sawaba (Freedom), a Toronto International Nollywood Film Festival (TINFF) selection.
- Oversee campaign development and design branding, and promotional materials.
- Produced The Siege, an award-nominated short film selected for international festivals, and Sawaba, a social impact short film highlighting child marriage and its health consequences.

### Programs & Quality Control (Progressive Roles) | Hi-Impact TV (2018 - 2021)

- Progressed through roles: Associate Producer/Guest Booker to Team Lead, then Supervisor.
- Managed scheduling, editorial review, and quality control for live and recorded TV programs.
- Curated and licensed content from independent creators, ensuring broadcast compliance.
- Coordinated producers, editors, and technical staff to deliver engaging shows like Tea or Coffee, VibeZ, and Tryst Comer.
- Developed and pitched content, booked guests, and supported creative production for shows such as Against All Odds and Fine Craft.
- Spearheaded strategy meetings to deliver new creative concepts.
- Worked with editors to create polished programs from raw footage.

### Advertising Sales Representative (NYSC) | TVC Communications (2017)

- Secured advertising placements for TV and radio through client acquisition and retention.
- Coordinated ad campaign scheduling and followed through with media agencies.

## Selected Creative Projects

- Onobiren (Laju Iren Films, 2026) - Production Designer/Art Director
- Kuda Business "No Delay for Anybody" Commercial (2026) - Art Director
- NFF, Super Eagles NG AFCON 2025 Campaign - Art Director
- Say Who Die (African Stories Untold, 2025) - Art Director
- When Nigeria Happens (by Ema Edosio Deelen, 2024) - Standby Set Designer
- Chicken Republic 20years Anniversary Commercial (2024) - Set Designer
- Public Eye TV Show by Funmi Iyanda (2023) - Guest Booking
- Jameson Black Barrel Brand Ambassador Unveil (2023) - Art Director
- The Siege Experimental Film (2022) - Writer, Producer, Art Director
- Drink More Water Campaign for Pernod Ricard NG (2022) - Art Director
- UBA "Steps of Life" Commercial (2022) - Set Designer
- Moniepoint "Sabinus Village People" Commercial (2022) - Set Designer
- Access Bank "You Carry the Day" Commercial (2022) - Set Designer