

COURTNEY OKOYE

STUDIO FOUNDER & DESIGN LEAD

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DESIGN EXPERIENCE

Homebody Creative

April 2024 - Present

Studio Founder & Design Lead

Founded Homebody Creative LLC and lead with a human-centered design approach, crafting cohesive visual identities for brands and livable interiors for families through Homebody Creative Studio and Homebody Creative Kids. Role spans creative direction, visual storytelling, space planning, sourcing, and client experience, seamlessly bridging brand aesthetics with functional, family-friendly design solutions.

TechTown Detroit & Wayne State University

April 2022 - April 2024

Branding and Design Manager

Oversaw the development and evolution of the organization's core brand identity as well as visual systems for key initiatives as the sole creative lead. Partnered with stakeholders across TechTown and the Wayne State Office of Economic Development to drive concept-to-completion creative solutions that elevated program visibility, strengthened community engagement, and ensured brand alignment.

GP Strategies

October 2019 - April 2022

Magazine and Wordpress Designer

Collaborated with writers and editors to design *Repair Insights* and *Service Insights*, quarterly print and digital publications for GM's service and parts network. Led layout and visual direction for both magazines, as well as the corresponding email campaigns and WordPress microsites.

Jack Morton Worldwide

June 2018 - September 2019

Event and Visual Designer

Designed and executed integrated visual solutions for Chevrolet's large-scale corporate events and high-profile brand activations across GM's portfolio. Produced a wide range of assets including dealership signage, luxury print collateral, digital landing pages, branded merchandise, executive presentations, and environmental graphics. It was tailored to enhance brand presence and customer engagement across physical and digital platforms.

Plante Moran

September 2014 - June 2018

Multimedia Graphic Designer

Led the end-to-end design and production of creative projects, delivering high-impact digital and print assets for firm-wide marketing initiatives. Developed branded materials including advertisements, brochures, trade show signage, and digital assets for web and mobile platforms. Collaborated cross-functionally with partners and marketing teams to align visual communication with strategic goals and ensure consistent brand execution.

The University of Alabama, 2013

B.S. in Human Environmental Sciences, **Interior Design**

B.A. in Communication, **Advertising**

- Photoshop CC
- Illustrator CC
- InDesign CC
- HTML and CSS
- Sketchup + V-Ray
- Autocad
- Space Planning
- Project Management

Challenge Detroit

September 2014 - August 2015

Urban Revitalization Post-Graduate Fellow

Applied design thinking methodology to lead social impact projects for major Detroit-based organizations, including Detroit Public Schools and the Detroit Collaborative Design Center at the University of Detroit Mercy. Collaborated closely with a cohort of 30+ professionals to develop and implement innovative, community-centered solutions that merged creativity with civic engagement, generating positive outcomes for the city of Detroit.

Commonwealth//McCann

June 2014 - August 2014

Global Brands Art Director Intern

Supported the development of brand materials for Chevrolet models including Camaro, Volt, Suburban, and Trax. Contributed to handraiser campaigns, print advertisements, email marketing, and other collateral, gaining hands-on experience in cross-channel brand communication and marketing strategy.

University of Alabama, Furnishings and Design

May 2012 - April 2013

Interior Design Student Assistant

Assisted licensed interior designers with CAD drawings, FF&E selection, sample materials and finishes management, and creating elevations for new and existing buildings on the university campus. Supported project workflows by ensuring accurate and timely delivery of design documentation and contributing to the overall interior design process.