

COURTNEY OKOYE

BRAND DESIGNER

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courtneyokoye.com

CURRENT EXPERIENCE

TechTown Detroit & Wayne State University | April 2022 - Present

Branding and Design Manager

As TechTown Detroit's sole creative designer and leader, I manage and shape the organization's primary brand identity as well as subsequent initiative branding. I work closely with stakeholders across both TechTown and the Wayne State Office of Economic Development to concept and produce deliverables that bring awareness to the programs and services offered. My project scope each week requires an array of technical specialties including branding design, environmental design, web design, print design, event brand activation, and much more. I manage processes, develop creative strategy, and provide effective leadership. Our clients are small business owners in industries ranging from small-scale retail businesses, to food and beverage, to tech-based businesses.

PREVIOUS EXPERIENCE

GP Strategies

October 2019 - April 2022

Print and Wordpress Designer

As a multimedia designer, I work with writers and editors to create both *Repair Insights* and *Service Insights* magazines for GM's service and parts subscribers. This quarterly publication includes wireframing and designing the corresponding email communications and Wordpress website.

Jack Morton Worldwide

June 2018 - September 2019

Event and Environmental Designer

I primarily designed for Chevrolet's large-scale corporate events for high-profile clients and brand activations for GM consumers. Items included in-dealership signage, luxury printed invitations, landing pages, merchandise, presentations, environmental graphics, and more. I managed every step of the process from conception, to 3D mockups, to pre-press checks. The client roster also included: GM Corporate, AAA, Buick, GMC, Kettering University, and more.

Plante Moran

September 2014 - June 2018

Graphic Designer

Each week, I efficiently managed 5-10 design requests from concept to print production. I created a variety of digital and printed pieces for firm partner resources and marketing campaigns, including leading ad creation, web/app development, magazine and brochures, and tradeshow signage.

The University of Alabama, 2013

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

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

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|  Photoshop CC |  AutoCAD |
|  Illustrator CC |  Sketchup |
|  InDesign CC |  3D Rendering |
|  Premiere CC |  Space Planning |

Challenge Detroit

September 2014 - August 2015

Urban Revitalization Fellow

I used the design thinking method to complete social impact projects for major organizations across Detroit, including Detroit Public Schools and the Detroit Collaborative Design Center/University of Detroit Mercy.

Commonwealth//McCann

June 2014 - August 2014

Art Director Intern, Brands

I worked on brand materials for Chevy Camaro, Volt, Suburban, and Trax. Materials included handraiser campaigns, print ads, emails, and etc.

University of Alabama, Furnishings and Design

May 2012 - April 2013

Interior Design Student Assistant

I assisted licensed interior designers with CAD drawings, FF&E, sample materials and finishes management, and elevations for new and existing buildings and structures on the university's campus.