

# Alu David, Experiential Manager

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Nigeria | +2347085414231 | Portfolio: [behance.net/Kayode\\_](https://www.behance.net/Kayode_), [alukayode.com](https://www.alukayode.com) |  
Email: [alukay19@gmail.com](mailto:alukay19@gmail.com)

Experienced Creative Director with a proven track record in leading immersive brand experiences that merge storytelling, cutting-edge technology, and impactful visuals to create memorable engagements. Skilled in managing cross-functional teams and bringing large-scale physical and virtual events to life, with a unique eye for detail and innovation

## Core Skills and Technical Expertise

- **Creative Direction & Strategy:** Expert in developing cohesive event identities, overseeing full creative processes, and crafting strategies that amplify brand visibility through storytelling and audience engagement.
- **Technical Skills:** Adobe Creative Cloud (Photoshop, Illustrator, InDesign), Lumion, SketchUp, Chaos V-Ray, Projection Mapping (Heavy M). Familiar with 3D software such as Blender and Cinema4D.
- **Event Design & Execution:** Skilled in conceptualizing 2D/3D renderings, virtual experiences, and large-scale installations, with meticulous attention to layout, materials, and production processes.
- **Project Leadership:** Extensive experience leading teams in agile and non-linear projects, from ideation to delivery, with a focus on mentoring designers and refining concepts to meet exceptional standards

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## Experience

### Creative Director | Head Of Creative

EXP MARKETING AFRICA, Nigeria, Ghana, Zambia, South Africa, Kenya (Nov 2022 – Present)

- Led a team of creatives to design and execute high-impact experiential events, from concept to production, focusing on creating differentiated, tech-enhanced experiences that captivate diverse audiences.
- Strategized and delivered branded event identities for clients in tech and consumer industries, using storytelling and visual elements to ensure brand alignment across virtual and physical platforms.
- Collaborated with designers, copywriters, and 3D artists to deliver a cohesive narrative across various formats, such as large booths, interactive installations, and virtual showcases.
- Managed vendor relationships, budgets, and timelines, consistently delivering projects within scope while integrating emerging trends like interactive 3D and projection mapping.

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### Designer, Design Lead, Group Creative Director

EVENTECTURE, Lagos, Nigeria (Sept. 2015– Oct. 2022)

- Built and led a team of nine designers, providing mentorship and managing performance to foster a high standard of creative output and innovation.
- Developed event concepts and design systems for a range of clients, transforming complex client objectives into compelling experiential designs, balancing aesthetic impact with functionality.
- Played a critical role in EVENTECTURE's Strategy Team, driving innovation by applying design thinking principles to meet market changes during COVID-19.
- Conducted client presentations and led discussions to refine ideas, consistently recognized for ability to simplify and communicate complex design ideas to a broad audience

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## Experience

### Project Architect

BEAUTIFUL BUILDINGS, Lagos, Nigeria

(Mar. 2015 – Aug.2017)

- Producing detailed drawings working drawing, presentation drawings and specifications.
- Controlling of projects from start to finish site monitoring and development.
- Assisted in conducting preliminary studies of proposed projects to obtain information as to space and design requirements while obtaining measurements and making sketches preliminary to the preparation of drawing

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## Education

### University of Lagos, Yaba, Lagos, Nigeria.

Master of Environmental Design; (Architecture)

(Jan 2016 – Dec. 2017)

### University of Lagos, Yaba, Lagos, Nigeria.

Bachelor of Science; (Architecture)

(Sep 2011 – June 2015)

## Licenses and Certification

### Design Thinking for Innovation

University of Virginia, USA

(Mar 2022)

### Experiential Strategy Course

The barefoot strategist

(June 2023)

### Brand Strategy

Section School

(July 2024)

### Advanced Brand Management

BMA institute

(in view)

## Soft Skills

- **Exceptional Communication:** Skilled in presenting concepts and storytelling across varied formats, with the ability to explain complex ideas to designers, stakeholders, and non-technical audiences.
- **Adaptability and Agility:** Proven success in agile, non-linear workflows, effectively integrating live feedback to refine creative ideas in real-time.
- **Attention to Detail:** Deep focus on quality and design integrity, obsessing over colors, materials, and execution to produce polished, engaging work.
- **Curiosity and Tech-Savvy:** Keen on exploring generative AI, 3D modeling, and emerging tech to enhance design experiences.

## Portfolio and References

[behance.net/Kayode\\_](https://www.behance.net/Kayode_) (online portfolio) , [alukayode.com](http://alukayode.com) (Personal Website)

- *references available upon request.*