



URECHI OGUGUO

Creative Designer

ure@urechioguguo.com
www.urechioguguo.com
New York, NY

PROFESSIONAL SUMMARY

Creative Designer with a master's degree in architecture and over 5 years of diverse design expertise spanning branding and graphic design, architectural design, and art direction. Known for my holistic design approach, I create spaces and visuals that transcend conventional boundaries, capturing the essence of brands while harmonizing aesthetics and functionality. Adept at fostering cross-disciplinary collaboration, and delivering innovative design solutions that resonate emotionally. My dynamic background, coupled with an extensive mastery of Adobe software, fuels my commitment to pushing design boundaries and creating impactful experiences.

EMPLOYMENT HISTORY

JUN, 2021 - JUN, 2023
NEW YORK, NY

Spatial Designer, 2 x 4 Inc.

- Conceptualize, strategize, design, and present graphic, architectural, exhibition, and branding ideas to a multinational range of clients including large commercial entities and cultural institutions such as Google, YouTube, Prada, the Lincoln Center, and the Qatar Museum in collaboration with the 2x4 Architecture/Environments Team.
- Ensured that all designs are documented and produced to the highest standards of quality and accuracy.
- Helped establish brand guidelines and design principles and developed illustration direction and style for brands.
- Develop creative and innovative architectural and exhibition designs that align with client objectives and brand guidelines.
- Collaborate with cross-functional teams, including architects, interior designers, brand designers, construction and project managers, to create cohesive and innovative spatial designs.
- Coordinate with external vendors and suppliers for the procurement of materials and resources needed for spatial design projects, ensuring timely delivery and adherence to budget constraints.
- Conduct market research and analysis to identify emerging trends and new design opportunities in the industry to stay ahead of the competition and provide cutting-edge solutions to clients.

MAY, 2018 - PRESENT
NEW YORK, NY

Creative Designer, Studio Uré

- Established and currently lead Studio Ure, a dynamic creative venture at the intersection of graphic design, spatial design, illustration and artistic expression.
- Oversee all aspects of project management, from initial ideation to final execution, ensuring timely and exceptional delivery of design solutions.
- Responsible for creating communicative visual concepts that give ideas, concepts, and information to the client.
- Manage multiple projects within design specifications and budget restrictions.
- Develop visual concepts and designs that align with a brand's identity and meet the needs of clients and marketing teams.
- Craft immersive visual narratives that transcend conventional design boundaries, creating engaging storytelling experiences that connect with audiences on profound levels.
- Champion a holistic approach to design, infusing architectural thinking into graphic design and vice versa, resulting in projects that seamlessly blend functionality and visual appeal.
- Build and nurture client relationships, ensuring alignment with their goals, vision, and messaging while delivering projects that exceed expectations.

EDUCATION

2019 - 2021
NEW YORK, NY

Masters of Architecture, Columbia University GSAPP

Attended on advanced placement, and awarded the Lucille Smyser Lowenfish Memorial Prize for the most outstanding student in the final semester of advanced design studios.

2013 - 2017
SAN ANTONIO, TX

BSc. Architecture, University of Texas at San Antonio

2017 - 2017
URBINO, ITALY

Semester Study Abroad, Università degli Studi di Urbino

SKILLS

Rhino | Storyboarding | Adobe Creative Suite | Visual Design | Revit | Unreal Engine | AutoCAD | Project Management
Adobe Illustrator | Adobe After Effects | Color Theory | Adobe Premiere Pro | Adobe Photoshop | Adobe InDesign | Quality Assurance | Brand Design | Microsoft Office Suite | Procreate