

AYO-AYODEJI OYEWO

FASHION / CREATIVE DIRECTION

Regina, Saskatchewan | oyewoayo1@gmail.com | 306-539-9733 | deji.online

PROFILE

Founder and creative director with experience developing fashion concepts, visual identities, styling direction, casting, campaign design and live fashion experiences. Strong focus on cohesive storytelling across clothing, image, environment and audience experience.

EXPERIENCE

Founder & Creative Director - Monochrome

Regina, SK | 2025 - Present

- Lead creative direction across fashion, identity, styling, campaigns and live experiences.
- Planned and executed a large-scale fashion show, coordinating models, stylists, volunteers, sponsors and production.
- Develop sponsorship materials, visual systems, campaign assets and project workflows from concept through delivery.

Manager - Davayo Advertising

Regina, SK | 2025 - Present

- Manage client projects across print, branding, signage and advertising from brief through production and delivery.
- Translate client needs into practical design, pricing, production and rollout plans while managing concurrent jobs.
- Work hands-on with digital print and large-format production workflows and quality control.

Internal Director - Operations & Excellence - Enactus Regina

Regina, SK | 2026 - Present

- Support internal operations, event systems, judging structures, forms, process documentation and execution standards.
- Develop repeatable workflows that improve coordination, accountability and event delivery across teams.

Head of Marketing & Communications - Black Students Association

University of Regina | 2026 - Present

- Lead visual communication, campaign planning, promotional assets and event marketing.
- Coordinate brand consistency and audience-facing communications across recruitment, networking and cultural events.

EDUCATION

University of Regina - Regina, SK

Bachelor of Creative Technologies (In Progress)

SELECTED PROJECTS

Creative Technology Projects

Interactive and generative projects using Processing, Arduino, sensors, NeoPixels, sound and visual systems.

DEJI.ONLINE

Interactive personal portfolio combining web design, motion, creative coding and editorial visual direction.

SKILLS

Creative Direction / Fashion Styling / Brand Identity / Art Direction / Casting / Runway Production / Campaign Concepts / Visual Merchandising / Adobe Creative Suite / Event Production / Sponsorship / Team Leadership