

## KEVIN NOMU LANGYINTUO

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Art Director and visual artist with over 4 years of experience in cross-channel advertising, audience engagement, brand strategy, and culturally relevant campaigns, specializing in visual storytelling and collaborating with diverse global teams to deliver impactful results.

### SKILLS

**Strategic and Creative Leadership:** Creative Direction | Brand Strategy | Campaign Development

**Design Expertise:** Adobe Suite | Figma | Photography | Mock-Up Sketching

**Technical Proficiencies:** HTML, CSS |

**Marketing and Creative Insights:** Cross-Channel Advertising | Presentation Design | Pop Culture Integration

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### ART DIRECTION EXPERIENCE

**Creative Director,** [Baby-Last Fashion House](#)

*May 2020 – Present*

- **Led creative direction for clothing collections**, increasing sales by 30% annually by creating a cohesive visual story.
- **Managed Brand Identity**, positioning the company as a luxury fashion house through logo creation, photo shoots, ad campaigns, and compelling copy writing
- **Designed social media assets and templates for campaigns**, ensuring platform-specific optimization for Instagram, LinkedIn, and YouTube.
- **Created clothing designs, UI/UX designs, and advertisements** utilizing entire Adobe Suite (Photoshop, Illustrator, InDesign, After Effects and Premiere) and Figma
- **Designed and produced promotional materials** for LunchBox Magazine to coincide with magazine releases receiving positive client reviews

**Artist,** [Fervor](#)

*Jan 2022 – Present*

- **Directed films and advertisements**, creating visual style/ branding for “Amateur: A Jamestown Story” Integrating global events like the 2024 Olympics into festival marketing for Film
- **Created and presented pitch decks** to get funding for the production of documentary film “Amateur: A Jamestown Story” ultimately raising \$15,000
- **Developed the company website** using HTML, CSS, and Figma to enhance user experience.
- **Organized digital and physical exhibitions** like “We Exist In A Memory” to create a story around my art collection leading to the acquisition of the centerpiece by Skidmore College
- **Completed press checks** for advertisement materials like posters and coordinated product photoshoots for digital platforms

**Director, Video Department,** [Skidmore College Radio](#)

*Sept 2022 – May 2024*

- **Produced and edited video campaigns**, aligning visuals with messaging to grow YouTube audience engagement by 150% and adhere to Skidmore College Radio Regulations.
  - **Collaborated** with cross-functional teams to meet deadlines and ensure project success.
  - **Led Production Teams**, including lighting and sound operators during video shoots
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### EDUCATION

**Skidmore College,** Saratoga Springs, NY

*Aug 2020 – May 2024*

**Major:** Philosophy | **Minor:** Media & Film

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### HONORS & AWARDS

- **Skidmore SEE-Beyond Award (2023, 2024)** Recognized for advancing academic learning through practical application in media and arts.
- **Rhode Island Film Festival, Semi-Finalist (2023)** for Amateur: A Jamestown Story
- **MDOCS Cinematography Award (2024):** Awarded for excellence in cinematography.