

IFE BOLARIN

ART DIRECTOR

BOLARINIFEOLUWA@GMAIL.COM ❖ (732)331-4865 ❖ NEW YORK, NY

Visual Art Director with 2+ years of professional experience in Editorial and Product Photography, Art Direction, Styling, Film production, and Visual Marketing Campaigns. Skilled in creating high-quality dynamic content across video, podcasts, and photography, as well as strong-post production expertise with tools like Adobe Photoshop, Lightroom, and Premiere Pro. Highly organized, strong team player and proficient with studio equipment, fuelled by a dedication to capturing compelling imagery that enhances marketing efforts across multiple platforms.

WORK EXPERIENCE

Freelance Photo Art Director

May. 2023 – Present

Ife Was Here

New York, NY

- Conceptualizes and shoots editorial and product photography campaigns, ensuring high-quality images for digital and print platforms, including social media, e-commerce, and brand websites.
- Collaborates closely with creative teams to align visuals with brand identity and storytelling objectives.
- Manages post-production workflows, including photo editing, retouching, and optimizing assets for marketing distribution.
- Director and producer of narrative short films, overseeing **casting, storyboarding, and post-production editing**, with a strong interest in further expanding creative skills and deepening expertise in video production.

Production Management Assistant

Sept. 2024 – Jan. 2025

Natalie Tauger

New York, NY

- Assisted in producing and executing editorial and commercial photo shoots, supporting creative direction for red carpet events, fashion campaigns, and brand storytelling.
- Coordinated sample trafficking logistics, ensuring timely delivery and return of apparel, accessories, and props for high-profile projects with CELINE, ZARA, and Alex Consani.
- Managed pre and on-set shoot preparations, including creating moodboards, lighting setups, backdrops, set styling, and wardrobe organization.
- Communicated with internal teams and external partners using Outlook to align on creative vision, scheduling, and production logistics.

Editorial Intern

Jan. 2022 – May 2022

Routure Magazine

New Brunswick, NJ

- Assisted in content production for digital and print editorials, ensuring visuals met high-quality editorial standards and brand aesthetics.
- Collaborated with the Fashion PR team to draft press materials and coordinate event photography coverage for runway shows and galas.
- Supported on-set photography production, assisting with lighting setup, styling, and composition to create compelling imagery for editorial campaigns.

Development Intern

Jan. 2021 – May 2021

Insignia Films

New York, NY

- Assisted in the development of *Ruthless: Monopoly's Secret History*, an Insignia Films production broadcast on PBS, supporting research, pre-production, and editorial planning.
- Provided on-set and post-production support, contributing to visual storytelling through asset organization, editing assistance, and content development.
- Maintained regular project status updates, ensuring efficient workflow between creative, production, and editorial teams.

PORTFOLIO

<https://ifewashere.cargo.site/>

EDUCATION

Rutgers University, New Brunswick - Bachelor of Fine Arts

Sept. 2019 - May 2023