HELAKU WHYLES

Brand & Creative Lead | Founder Collaboration | Campaign Systems

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PROFESSIONAL SUMMARY

Brand and creative lead with 8+ years of experience shaping brand direction, campaign systems, visual identity, social, digital, print, presentations, photography, CGI and cross channel creative output. Strongest in founder led, high growth and complex environments where ideas need to become coherent brand systems and commercially useful assets. Experienced partnering with senior leadership, setting creative standards, briefing specialists, managing suppliers, mentoring contributors and translating strategy into hands on delivery. Combines research led thinking, strong taste, visual craft and AI enabled workflows with practical execution. Includes international experience through UAE stakeholder and investor work for NYU Abu Dhabi.

CORE CAPABILITIES

- **Brand Leadership:** creative vision, brand direction, identity systems, campaign platforms, tone alignment, governance, templates and quality standards.
- **Founder and Stakeholder Partnership:** senior leadership collaboration, founder facing decks, creative rationale, decision support and cross functional communication.
- **Campaign and Content Systems:** product launches, social, digital, print, OOH, event communication, pitch decks, sales enablement and always on brand activity.
- **Team and Supplier Direction:** briefing, review, mentoring, production coordination, photographer, CGI artist, animator, printer, agency and web partner management.
- **Consumer and Commercial Communication:** audience insight, product storytelling, customer facing messaging, cultural relevance and measurable commercial support.
- **Tools:** Adobe Creative Suite, Figma, After Effects, Lightroom, Adobe Substance 3D, Midjourney, Runway, Pika, Veo, Sora, Firefly, ChatGPT, Claude and Gemini.

SELECTED RELEVANT ACHIEVEMENTS

- Partnered with senior leadership at KI Europe to align brand direction, campaign output, product storytelling and commercial priorities across sales, marketing, digital and product teams.
- Contributed to a reported 25% increase in product sales by strengthening product positioning, campaign communication and customer facing creative consistency.
- Built scalable brand tools, templates, guidance and QA processes that enabled non design teams to deliver clearer on brand materials independently.
- Founded Endo Agency and led strategy, concept, art direction and production for a landmark approved public education campaign across digital OOH, print OOH and transport media.
- Built the complete identity system and version 1.0 brand guidelines for Collier & Grant, a UK patient facing clinic in a regulated healthcare category, from discovery workshop to final delivery.
- Produced UAE facing stakeholder and investor presentation work for NYU Abu Dhabi, translating complex innovation material into a clear visual narrative.
- Managed multidisciplinary creative pipelines across photography, CGI, animation, print, web, social, editorial and presentation formats.

SELECTED PORTFOLIO EVIDENCE

- **Brand leadership:** positioning, identity systems, creative governance, product storytelling and campaign structures for founder led and business critical projects.
- **KI Europe:** product launches, brand campaigns, brochures, digital assets, events, sales enablement, photography, CGI and motion.
- **Collier & Grant:** identity system, brand guidelines, packaging mock ups, patient facing content and digital platform strategy.
- **Endo Agency:** public education campaign, content frameworks, OOH, editorial publication, social storytelling and stakeholder presentations.
- **NYU Abu Dhabi:** UAE facing presentation and investor narrative work requiring clarity, visual discipline and high stakes stakeholder communication.

TARGETED PROJECT PROOF

- **Leadership through ambiguity:** able to convert broad founder or senior stakeholder ambition into priorities, campaign routes, visual systems and delivery plans.
- **KI Europe brand operations:** templates, QA, approval pathways, supplier direction and cross functional delivery across product, marketing, sales and digital.
- **Commercially useful creative:** reported 25% product sales uplift supported by stronger product storytelling, launch consistency and customer facing creative.
- **UAE and founder facing work:** NYU Abu Dhabi presentation, pitch systems and strategic narrative development for high stakes external audiences.

ROLE FIT & WORKING STYLE

- **Best suited briefs:** brand lead and creative lead roles requiring ownership of creative standards, founder collaboration, campaigns, content systems and team coordination.
- **Working style:** proactive and structured, able to bring order to ambiguity while keeping creative ambition intact and commercially useful.
- **Immediate value:** can clarify brand direction, organise creative workstreams, brief contributors, improve asset quality and build scalable systems for growth.
- **Collaborative fit:** comfortable sitting close to founders, senior marketers, sales teams, production partners and non design stakeholders.
- **Leadership point of view:** raises standards through clear reasoning, strong visual references, practical templates and direct but constructive feedback.

PROFESSIONAL EXPERIENCE

Brand Strategist & Creative Director
Collier & Grant, London | Mar 2026 to Present

- Engaged through Endo Agency as brand strategist and creative director for a UK patient facing clinic in a regulated healthcare category.
- Led the discovery workshop and developed multiple strategic creative routes through to a refined final direction and a complete visual identity system.
- Delivered version 1.0 brand guidelines in September 2026 with full CMYK and Pantone specifications, plus packaging mock ups, social content and presentation decks.
- Developed patient facing content and a tiered digital platform proposal for the website and patient systems, aligned to Care Quality Commission requirements; the platform phase is now in progress.

Creative Marketing Executive, Brand & Creative Lead
Kruger International (KI Europe / KI UK Ltd), London | Aug 2022 to Jun 2025

- Partnered with senior leadership and cross functional teams to align brand direction, campaign output and commercial priorities across product, sales, marketing and digital channels.
- Led creative output across brand identity, product launches, brochures, presentations, advertising, event communications, photography, CGI, motion, web and social assets.
- Built brand governance tools, templates and approval processes that improved consistency and enabled non design teams to deliver stronger on brand work independently.
- Managed multi supplier production pipelines across photographers, CGI artists, animators, printers, agencies and web/development partners to meet budget, quality and timing requirements.
- Directed campaign narratives and visual systems from briefing through production review and final delivery across multiple concurrent workstreams.
- Contributed to a reported 25% increase in product sales through stronger product positioning, cohesive storytelling and improved customer facing creative.

Founder and Senior Creative Strategist
Endo Agency, London | Feb 2021 to Present

- Founded and leads an independent creative consultancy delivering brand strategy, creative direction, campaign narratives, visual systems and stakeholder presentations for founders and complex sectors.
- Led the strategy, concept, art direction and production of a landmark approved public education campaign across digital out of home, print out of home and London bus media.
- Developed proactive brand and product ideas, translating ambiguous opportunities into clear creative routes, presentation narratives and delivery ready systems.
- Collaborated with clinical advisors, founders, marketers, media partners and external specialists to align creative ambition with public trust, regulatory defensibility and commercial objectives.
- Integrated AI tools into research, ideation, image generation, storyboarding and presentation workflows while maintaining strategic control and craft standards.

Senior Brand and Creative Consultant
Cannabotech Ltd, London | Dec 2021 to Mar 2022

- Developed premium wellness launch materials, consumer education content, photographic assets and digital communication for a regulated UK market entry.
- Balanced scientific credibility, consumer clarity and premium visual positioning across campaign and onboarding materials.

Senior Creative Consultant / Lead Designer
UAL Arts Temps, LEAP-EUROPE, CTRL+B Ltd and Dark Wave Film Ltd | 2020 to 2021

- Created public facing campaigns, digital identities, presentation systems and brand materials for arts, education, advocacy, culture and entertainment organisations.
- Produced research led concepts, workshop materials, style guides and B2B presentations for multidisciplinary teams and senior stakeholders.

EARLIER LEADERSHIP AND CULTURAL PRACTICE

- **Dead Poets:** founded a youth culture creative platform, set direction, produced audience facing cultural programming and mentored emerging creative talent.
- **UAL Graphic / Product Design:** developed research led design concepts, workshop materials and B2B presentation content with multidisciplinary design teams.
- **Canavape and wellness adjacent work:** earlier consumer facing communication that supports current credibility in sensitive, regulated and lifestyle categories.
- **Everything Is Possible and community facing projects:** public, cultural and advocacy led communication requiring clarity, empathy and audience awareness.
- **Leeds City Council project experience:** public sector facing creative exposure, useful for roles involving civic, educational, community or stakeholder communication.
- **Independent music production:** vinyl releases and a long standing visual reference base across sound, fashion, art, youth culture, editorial sensibility and global design language.

EDUCATION

BA (Hons) Graphic Design, UAL Camberwell College of Arts

ADDITIONAL

Portfolio: www.helakuart.com | Available immediately | Relevant sectors: advertising, brand experience, interiors, product, wellness, arts, education, advocacy, culture, creative technology, B2B and regulated communications.