

Creativity, Disruption, & Impact!

Bolutife Awakan

Head of Brand & Design, Traction

Graphic/Brand Designer, Strategist,
8 years, Personal branding Guide,
Print Entrepreneur, Christian,
Photography, Music, Sports, Apple,
Movies, Sneakers, Blue, October

www.linkedin.com/in/bolutifeawakan/

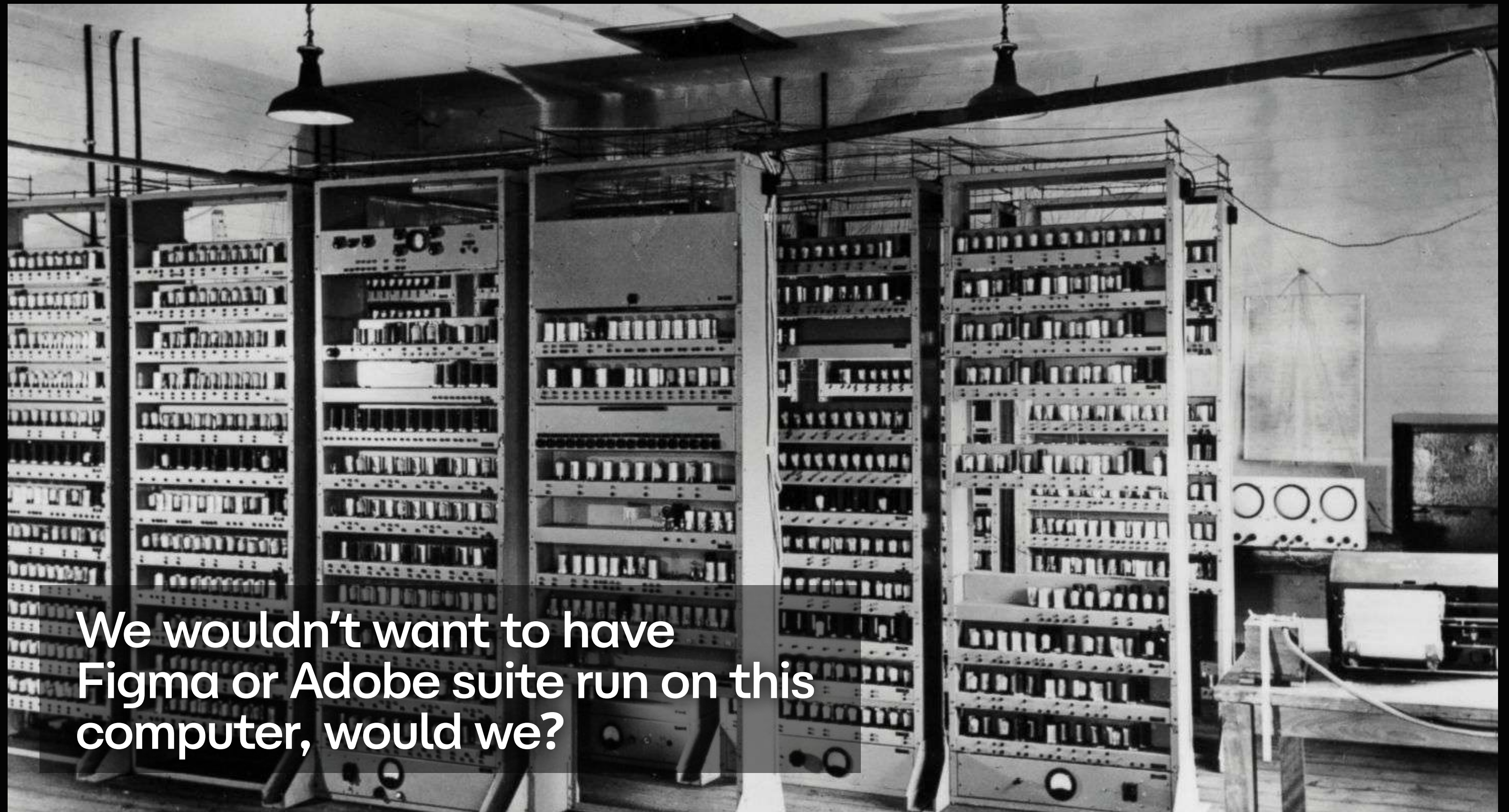
www.instagram.com/bolutifeawakan/

www.twitter.com/bolutifeawakan





How did we go from this?



We wouldn't want to have
Figma or Adobe suite run on this
computer, would we?

To this?





Took us over 80 years to
eventually get here. Why
do you think that is?

Creativity is scary!

Quick advice!

**Resist killing your
own ideas**

Who am I
to invent?

If this is a good idea,
somebody would have
done it before me.

Let go of your assumptions

Unfounded assumptions limit us!

Common stereotypes of designers

1

Designers are usually messy and untidy
(as well as other creative guys).

2

Designers are shallow. They are solely focused on aesthetics and may prioritize style over substance.

3

Designers work alone, isolated in
their creative bubble.

4

**Designers never lack creativity.
They only lack discipline**

5

Designers pursue perfection at the
expense of deadlines and
practicality.

Would you agree with these?
Do you see why people would think
we are like so?

We do need to do better!

DISRUPTION

reaking patterns

Breaking patterns

Breaking patterns

reaking patterns

Breaking patterns

Breaking patterns

reaking patterns

Breaking patterns

Breaking patterns

Be (safe) convergent to be
divergent

Greatest Enemy of Creative disruption

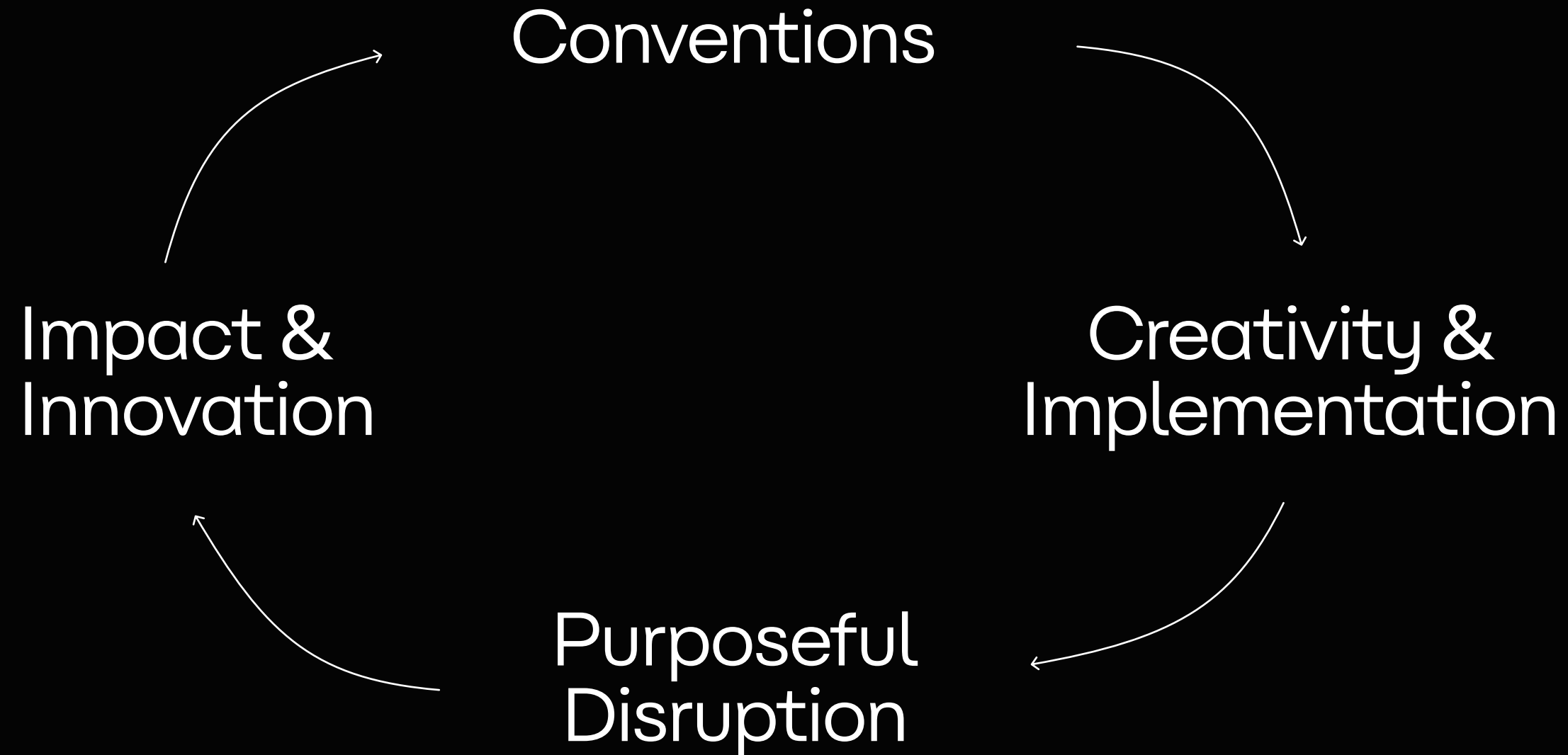
COMFORT

Creative Disruption without
Process + Purpose is

CHAOS

With = Intentional

The Cycle of a Better Life IMO



Impact

Revenue

Social



MAKE
MUSIC
LAGOS
JUNE 21

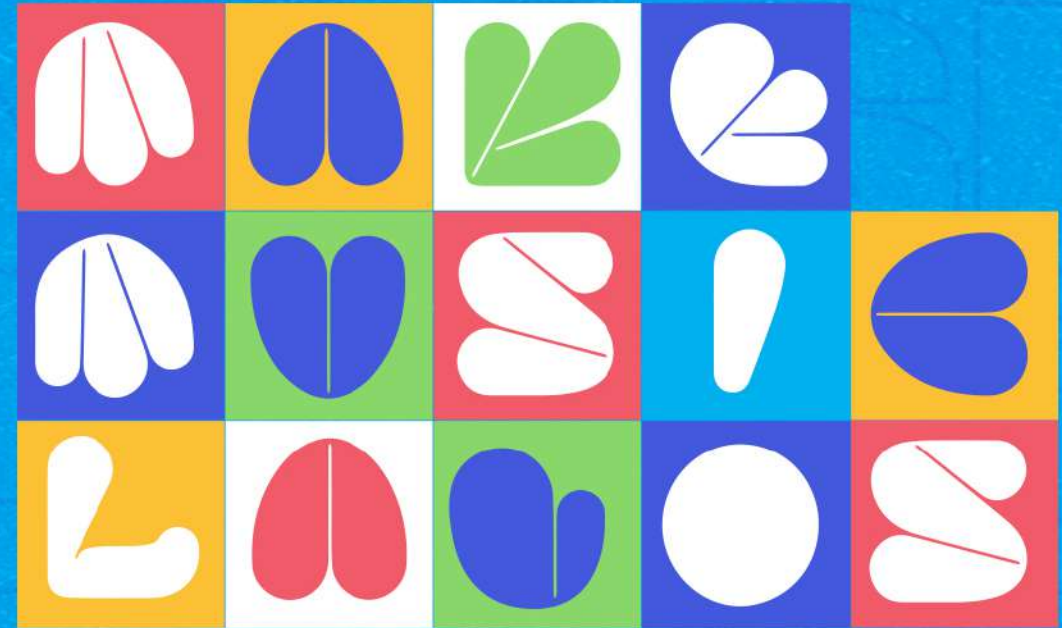
WORLD
MUSIC
DAY

MUSIC LAGOS



MAKE
MUSIC
LAGOS
JUNE 21

WORLD
MUSIC
DAY



A celebration of the World
Music Day

JUNE 19 - 26, 2022



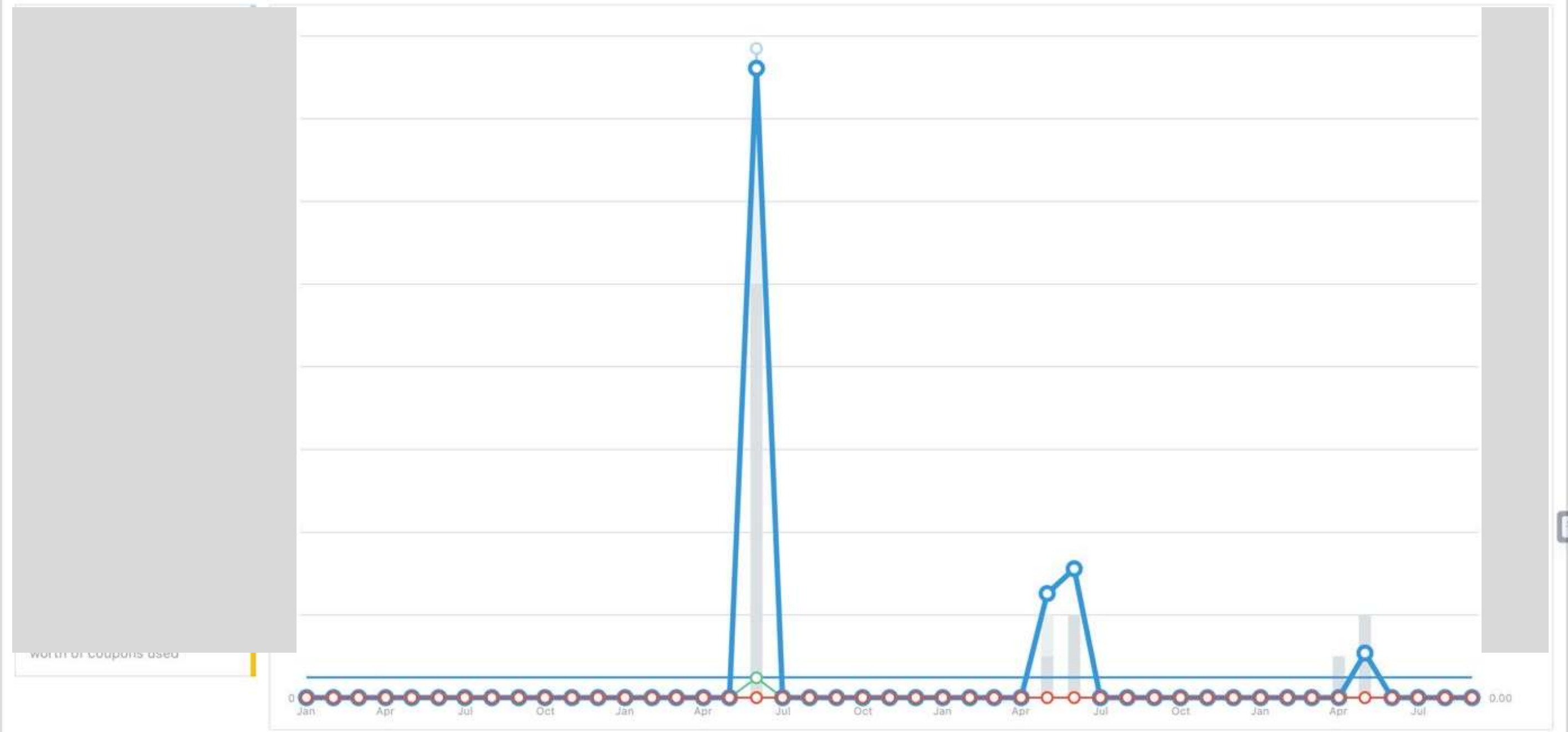


MAKE | WORLD



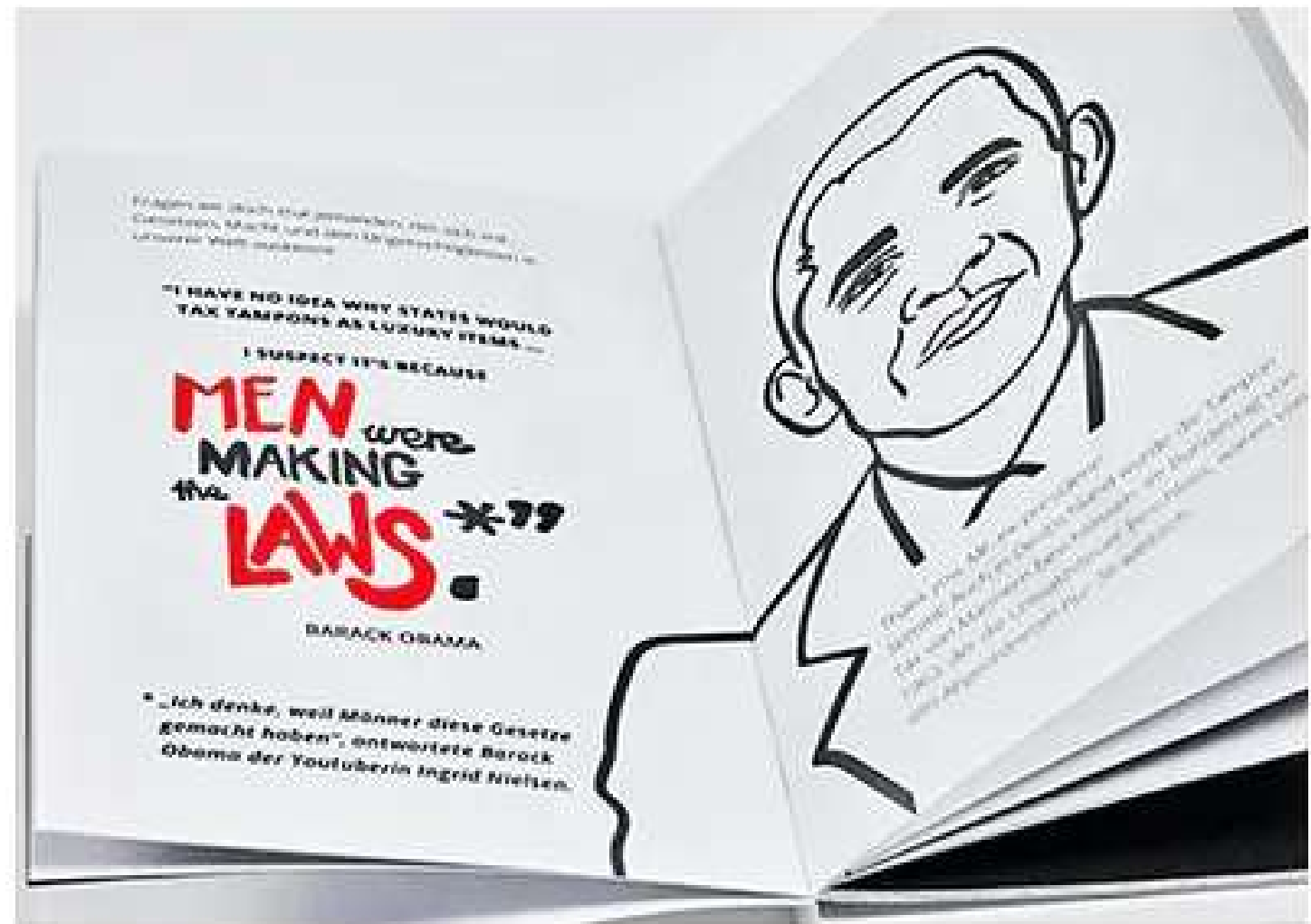
Orders

Year Last month This month Last 7 days Custom: 2020-01-01 - 2022-09-30 Go Export CSV





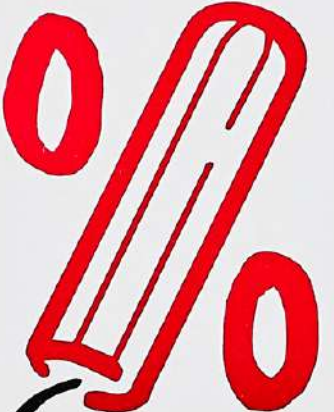
PERIODS
A LUXURY
AND
CAVIAR
ISN'T?





THE TAMPON BOOK

THE
TAMPON

B  O K

A BOOK AGAINST
TAX DISCRIMINATION

 The Female Company

How to make any change in the world with design and more?

Be courageous

Be curious

Resist killing your own ideas

Love failing (making purposeful mistakes)

Be uncomfortable with assumptions

Never be complacent

Thank You!