



ABRAHAM OLOGUNDUDU

DESIGNER-STRATEGIST, EDUCATOR & THOUGHT LEADER

I speak, moderate, and teach on leadership identity, design and brand strategy, emerging technology, and social innovation, from an African and Global South perspective.



FORMATS

[KEYNOTE](#)[PANEL](#)[MODERATION](#)[WORKSHOP](#)[TEACHING](#)

In person and online.

SIGNATURE TALKS

01 The Systems Leaders Build From Their Identity

Every organisation carries its leader's identity in its structures, its decisions, and its culture, whether anyone designed that or not. How that happens, and what an organisation produces when its systems contradict what its leader says it stands for.

02 Design Is How the System Works

Under pressure to be visible, organisations reach for surface-level branding and borrowed formulas, and end up with an identity that looks right and does not hold up in how they actually work. What changes when identity, brand, and systems are designed from the foundation up.

03 Development Is Also a Design Problem

Not the whole of it, development is political, economic, historical, contested. But how identity, systems, and institutions are designed shapes what actually develops, and that dimension goes ignored.

BIO FOR INTRODUCTIONS

Abraham Ologundudu is a designer-strategist, educator, and thought leader working at the intersection of design, technology, and social change. He shapes identity, brands, and systems for mission-driven leaders and organisations, across more than a decade of practice in design, leadership, and social innovation.

He is the founder of FA Creative Studio, a brand and multimedia design studio, and of SocialGood Lagos, a United Nations Foundation +SocialGood chapter he established in 2018 and led as Executive Director.

15,000+

PEOPLE REACHED

Across Nigeria and internationally.

ALSO SPEAKS ON

Identity for Enterprises That Build Economic Infrastructure

Designing Brand Systems When AI Does the Making

Built In or Bolted On: Designing Impact Into How an Enterprise Operates

The Design of Digital Influence

A selection. Talks are shaped for each audience. Other subjects on request.

SELECTED STAGES

2025 Young Leaders for Arts & Health, Lagos Summit

2024 NGYouthSDGs × United Nations in Nigeria, UN Day

2023 Africa NXT

2022 Thrive Business Summit, Lagos

2019 TEDxLagosStateUniversity

Watch: abrahamologundudu.com/speaking

TEACHING

Adjunct lecturer in design and branding, Mountain Top University, since 2022.

RECOGNITION

Chevening Scholar
UK Government

Goalkeeper
Gates Foundation

Emerging Innovator
Ashoka

Associate Fellow
Royal Commonwealth Society

+SocialGood Connector
United Nations Foundation

INVITE ABRAHAM TO SPEAK

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OCTOBER 2026