

HSBC Employee stories - Lanre

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Duration:

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Speakers:

Lánre Adeleye
Group Brand Designer, HSBC

[Lánre]

My design work has been used for advocacy, empowerment and carving my own career.

I describe my background as untraditional because I learned everything I know on the internet.

I grew up in foster care.

If you know anything about being in care, you know you have to speak up for yourself a lot.

It's taught me a bit more about the injustices you see around the world.

I love creativity and I love standing up for things, so I took both of those passions and realised that I could stand up for junior creatives.

I run an organisation, which essentially stands up for people who come from untraditional creative routes, like myself.

Early on it was difficult for me to establish my career as a creative.

Most voices around me were pushing me to pursue a traditional career, but I knew that would betray my passion.

I wanted to prove them wrong, so I didn't even apply for university.

My method was simple: make things and show people.

My acceptance into a prestigious design programme led to an opportunity at HSBC.

Now I work as a global brand designer, shaping our brand identity all around the world.

Because all the brilliant people we work with have a unique story, it elevates the work we're doing and improves the experience for all of our customers.

It's inspiring to think that a kid from East Leeds gets to have a hand in setting the standards for a brand with over 160 years' heritage.

It just fills me with so much pride.

[Text on screen]

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