

PORTFOLIO

**KWEKU
BAIDOO**



Profile.

**A PERSONAL VISUAL STRATEGY
THAT EXPLORES DYNAMIC
STORYTELLING AND BRAND
STRATEGY TO CREATE ICONIC
ENGAGEMENT.**

Results-driven Design and business professional with over a decade experience and success in driving brand engagement and growth for multinational and local businesses. Possesses a unique blend of Design, User Experience, Story-telling and Business strengths with the ability to influence internal and external stakeholders, as well as work with cross-functional and cross-cultural teams to drive implementation of winning design strategies.

A passionate designer and innovative change-maker whose work ethos is etched in digital transformation, diversity and inclusion.

Selected Clientele.



Reasons to work
with Revolve

**We easily
generate new
strategies.**



A person is shown in profile on the left side of the frame, looking towards a whiteboard. The whiteboard is the central focus, displaying a grid of approximately 20 small images or sketches. To the right of the whiteboard, there are two sticky notes, one pink and one yellow. The person's hand is visible at the bottom, holding a pen over a surface. The overall scene is dimly lit, with the whiteboard being the primary light source. The text 'IDENTITY DESIGN' is overlaid in the lower-left quadrant.

IDENTITY DESIGN

Verge Logistic.

Client
Verge Logistics

Verge Logistics is a 360° freight and logistics solutions provider in Ghana focused on Import and export for e-commerce companies of different sizes and profiles that works on the service model.

Service:
Visual Identity

The purpose of the project is to create a modern brand, accessible with vitality and striking colors, being easy to recognize on the streets and roads.



GOTHAM BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890~!@#\$\$%^&*()_+

GOTHAM LIGHT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890~!@#\$\$%^&*()_+

VERGE SHIPPING FORMS

Please complete all the required fields (*)

SHIP FROM:

Company Name: _____
 Street Address: _____
 City: _____ State: _____ Zip: _____
 Country: _____

SHIP TO:

Company Name: _____
 Street Address: _____
 City: _____ State: _____ Zip: _____
 Country: _____

ITEMS:

SKU	Item Description	Qty	Weight	Unit

Comments: _____

Special Handling: _____

Shipper Signature: _____

Carrier Signature: _____

Terms & Conditions:
 We warrant that the information given in this application form is accurate and complete. We shall not be liable for any loss or damage to the goods or for any delay in the delivery of the goods if the information given is inaccurate or incomplete. We shall not be liable for any loss or damage to the goods or for any delay in the delivery of the goods if the information given is inaccurate or incomplete.



Greenland Acreage.



Greenland
ACREAGE

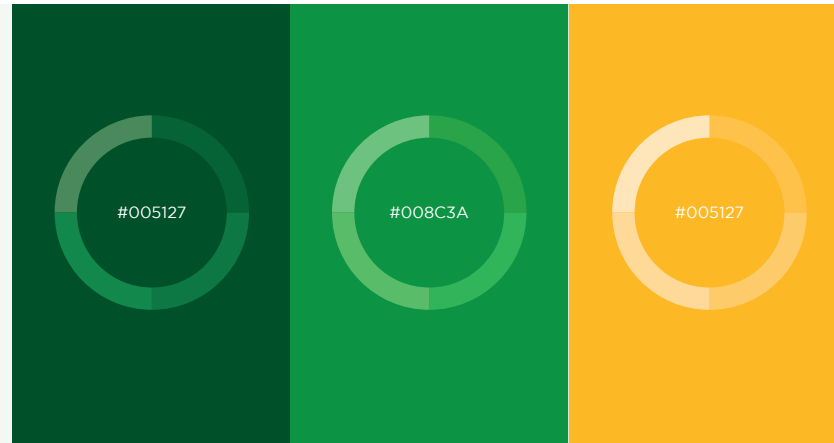


GOTHAM BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-!@#%&^*()_+

GOTHAM LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-!@#%&^*()_+

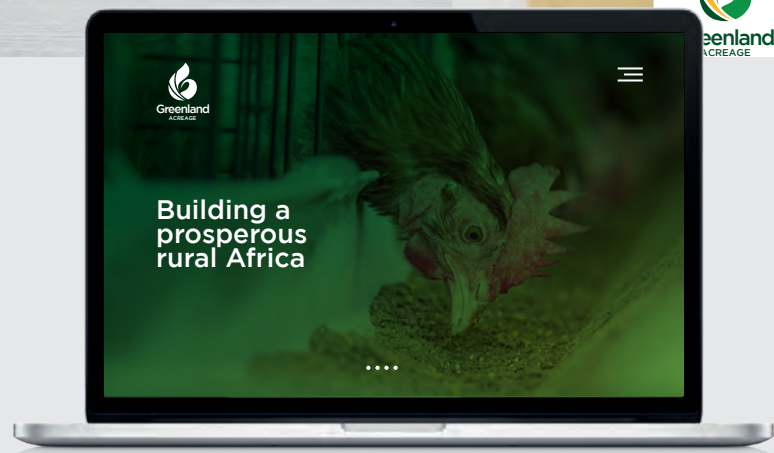


Client
Greenland Acreage

Service:
Visual Identity

Greenland Acreage promotes sustainability through the power of Agriculture. Greenland aims to improve farming, feed Africa, create jobs, and power the African agro-economy through technology.

Every element of the brand ties back to the core brand promise of agribusiness, using subtle elements, warm, earthy colors, straightforward photography, and humanist typography.



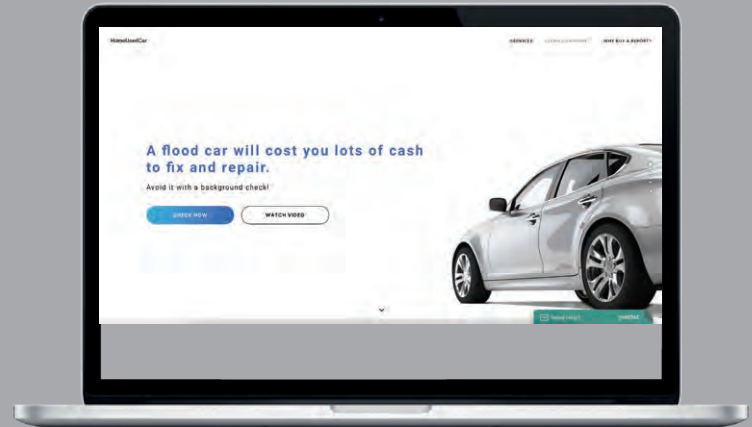
Home Used Car App.



Client
HUCA

Service:
Visual Identity

Founded in 2018, HUCA is first of Ghana's leading Vin app startup that helps users perform detail background and historical checks on vehicles to detect fraud, improve underwriting and claims process, acquire safer vehicles and as well prevent flood vehicles. The goal was to make the identity visually more contemporary, unique, and authentic . This instantly made them an iconic tech brand.



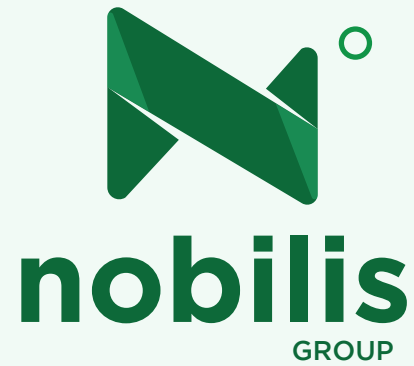
Nobilis Group.

Client
Nobilis Group

Service:
Visual Identity

Nobilis Group is an independent consultancy service providing advice on technology, real estate, mortgages, investments, pensions, and protection products.

With a focus on creating long-term rapport, the identity was required to establish Nobilis as a distinctive, premium, and trusted independent consultancy.



HEX #146934
RGB 17 104 52
CMYK 89 33 97 25

HEX #008E39
RGB 0 141 57
CMYK 86 17 100 4

HEX #00A069
RGB 0 160 104
CMYK 89 0 75 0



Gofer Group.

Client
Gofer Group

Service:
Visual Identity

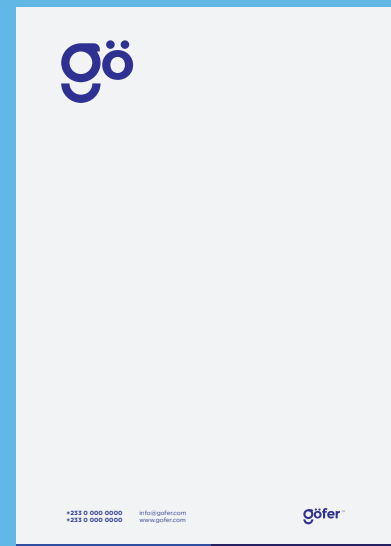
A breakthrough parcel delivery service with new technologies and additional features, with a goal to dramatically improve the delivery experience through speedy (2-6 hours) and smart, engaging technologies.
The concept combines wheels and a smile into a wordmark to represent how consumer feels with the service deliveryz.

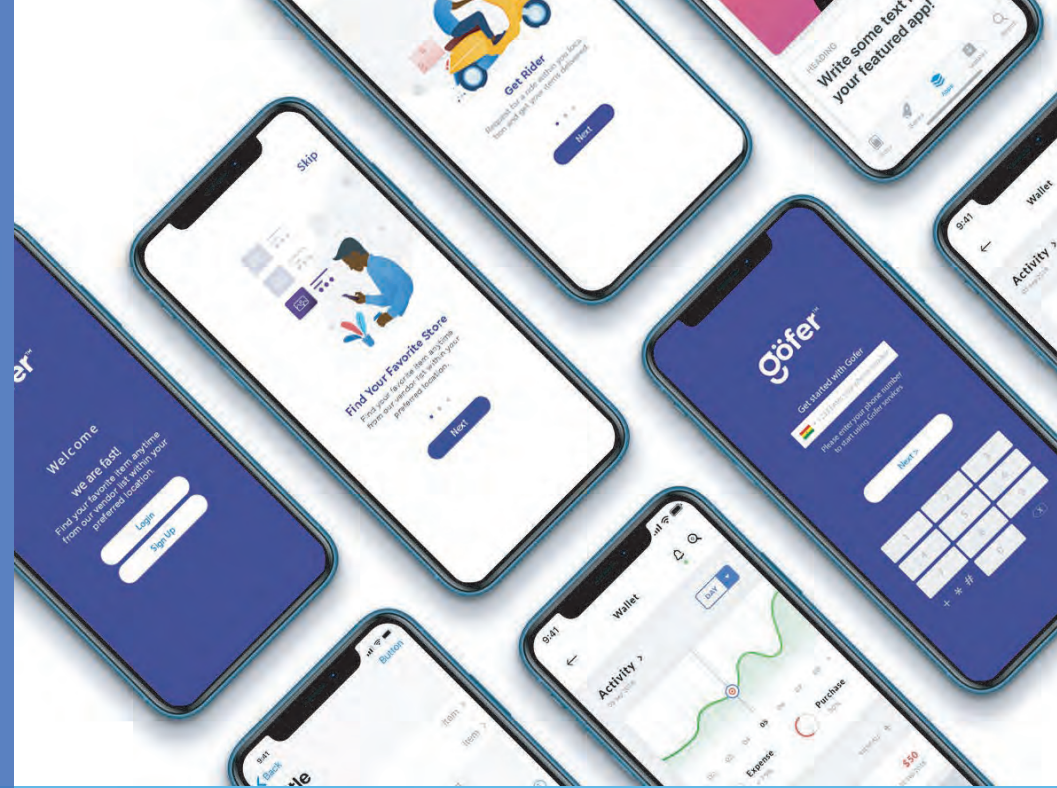


göfer™



göfer™





Reasons to work
with Revolve

**We Always
Push Whats
Possible**

A woman with voluminous curly hair is smiling and looking at a tablet device. She is sitting at a desk in a creative workspace, with a laptop and various papers in front of her. The background shows a whiteboard with some diagrams. The overall scene is dimly lit, suggesting an indoor office or studio environment.

DIGITAL STRATEGY

UI Design.



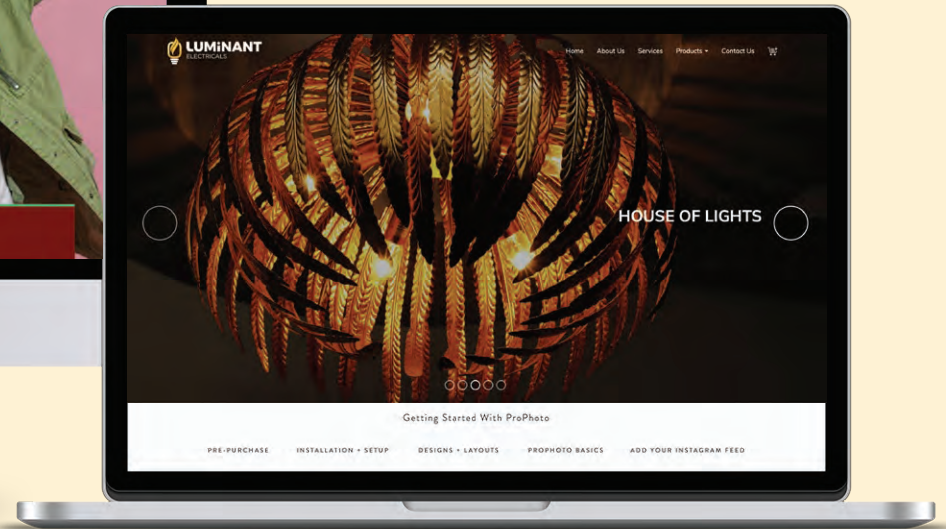
www.basicneedsghana.org

www.giffghana.com

UI Design.

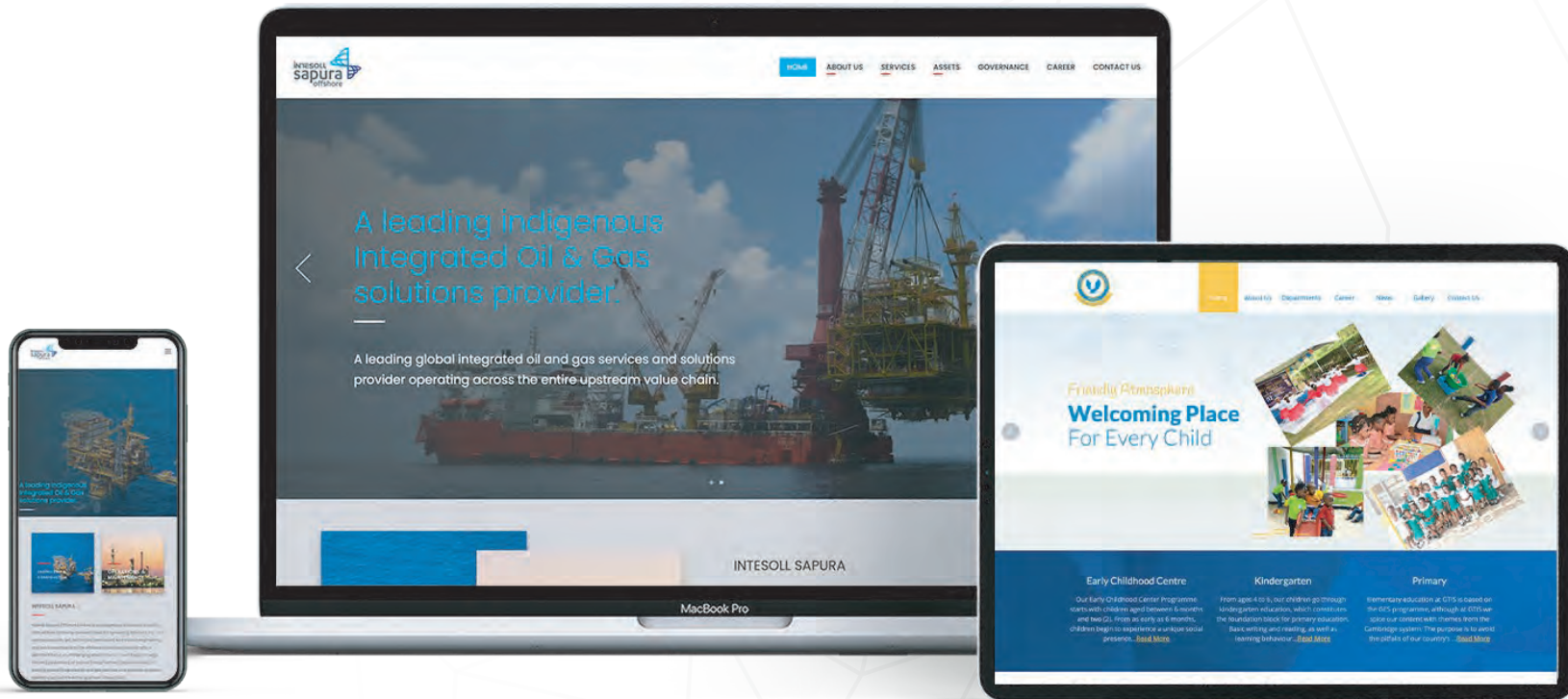


www.iaat.edu.gh



www.luminantghana.com


UI Design.



www.intesollsapura.com

www.gtischool.com

Ryde Logistics.



When you
Ryde with us,
you **Ryde**
safely

a ryde
just a few taps



Get paid today

Drive or Plan a trip on the platform with the express payment.

Commute
stress-free



21:16
Ryde
Premium Trips
Do not compromise on your commutes

FEATURED Shuttle Trips

- Send Bookings & Receipts Instantly
- Multi-Stop
- Plan Premium Trips - Not Available

FEATURED Rental Vehicles

- 2018 Range Rover

Ryde like a boss

Rent A Car.
Be spoiled for choice.



EbanApp UI.



#231f20



#2E3192



#00AEEF



#00AEEF

#231f20



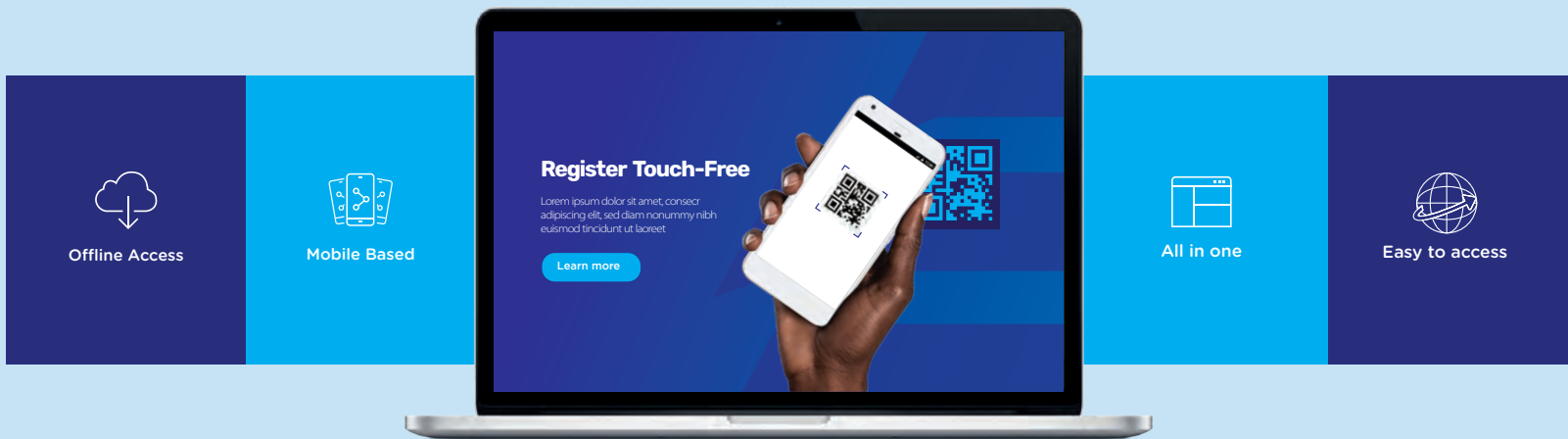
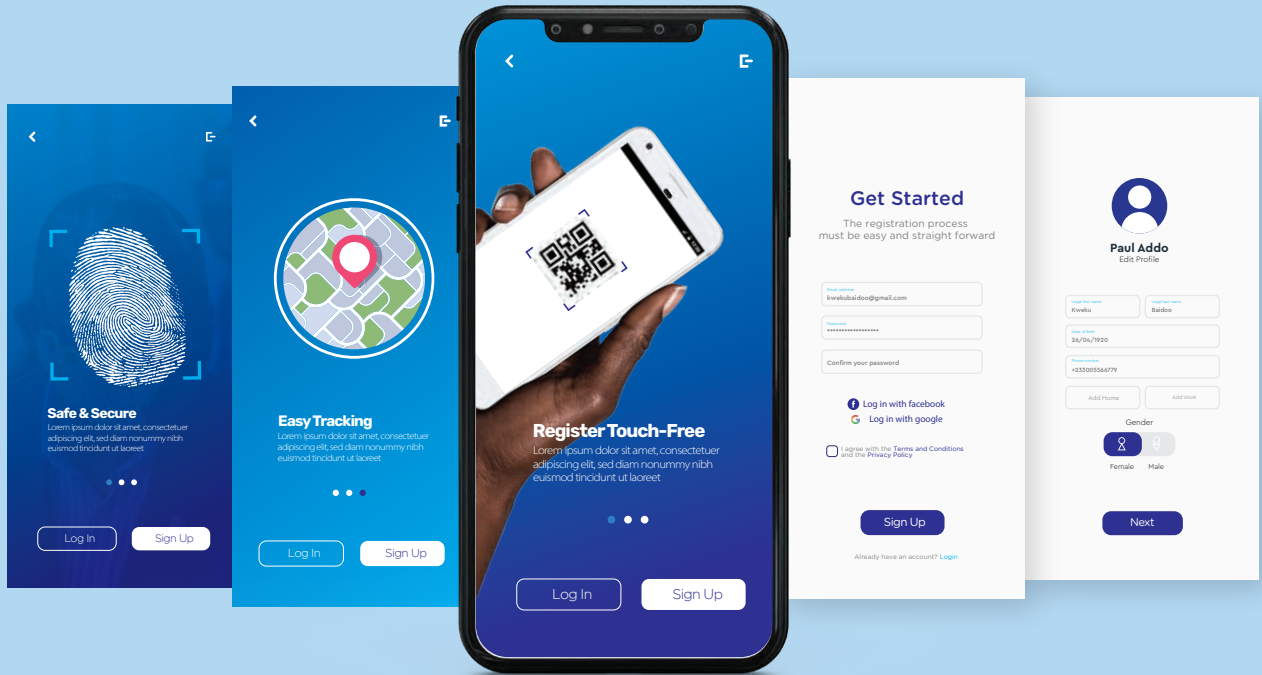
Typeface

RUBIK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-!@#%&^*()_+

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-!@#%&^*()_+

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-!@#%&^*()_+



Safe & Secure

adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet

Log In Sign Up

Easy Tracking

adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet

Log In Sign Up

Register Touch-Free

adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet

Log In Sign Up

Get Started

The registration process must be easy and straight forward

kwelubalddor@gmail.com

Confirm your password

Log in with facebook Log in with google

Sign Up

Paul Addo

Edit Profile

Female

26/04/1990

+233005566779

Gender

Female Male

Next

Offline Access

Mobile Based

Register Touch-Free

Learn more

All in one

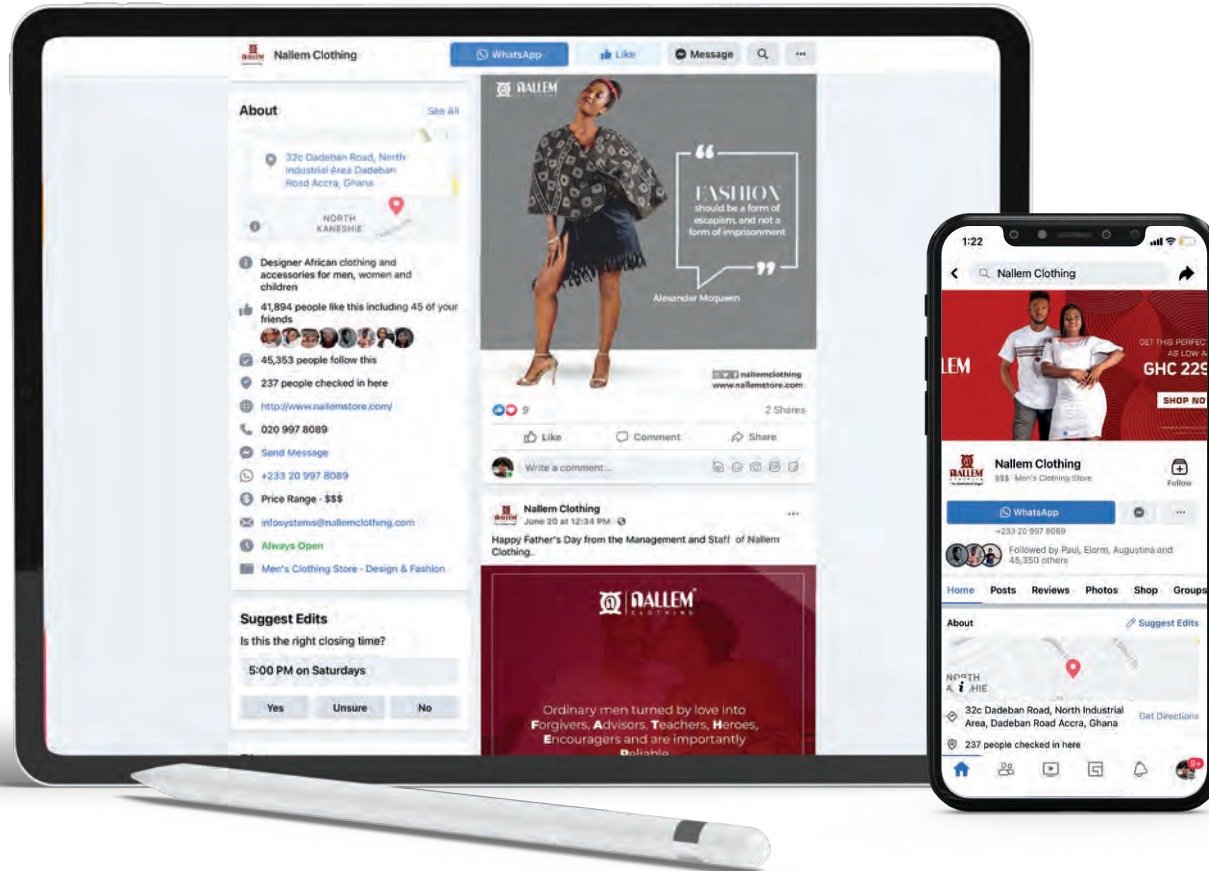
Easy to access

Nalem Clothing.

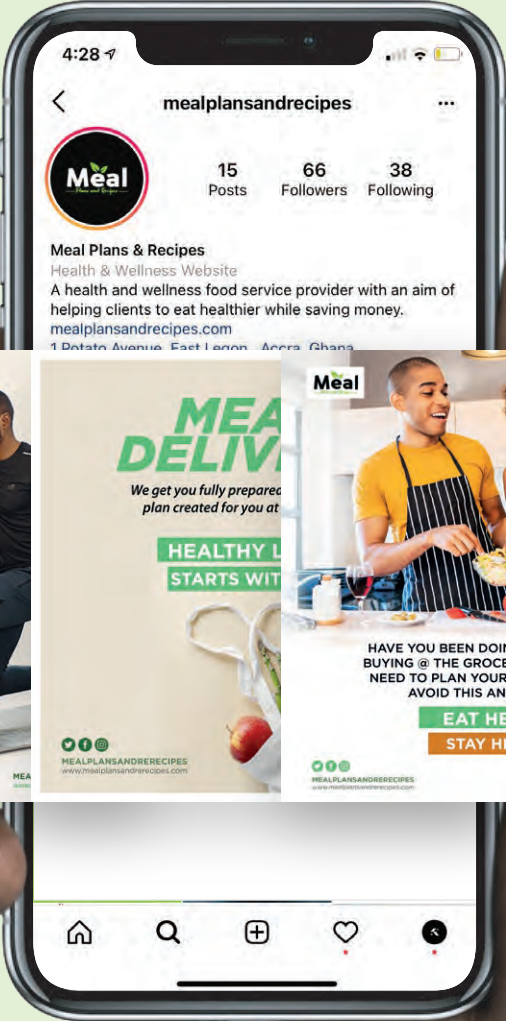
Client
Nalem Clothing

Service:
Digital Marketing

Nalem is a luxury African clothing brand that offers Africans the opportunity to express themselves through fashion. The brand's aim was to use digital marketing to drive sale and appeal to a youthful demographic.



Meal Plan & Recipe.



Client
Meal Plans & Recipes

Service:
Content Design

Meal Plan and Recipe is an online Healthy food delivery service with a goal to provide easy, accessible and affordable shopping services for groceries.

Reasons to work
with Revolve

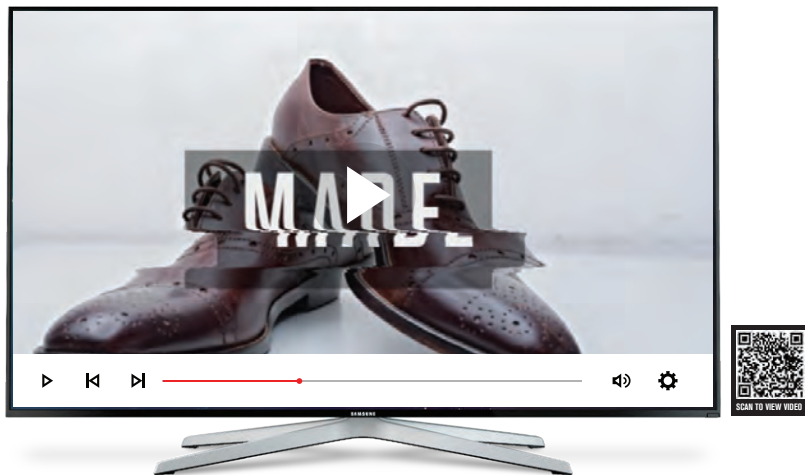
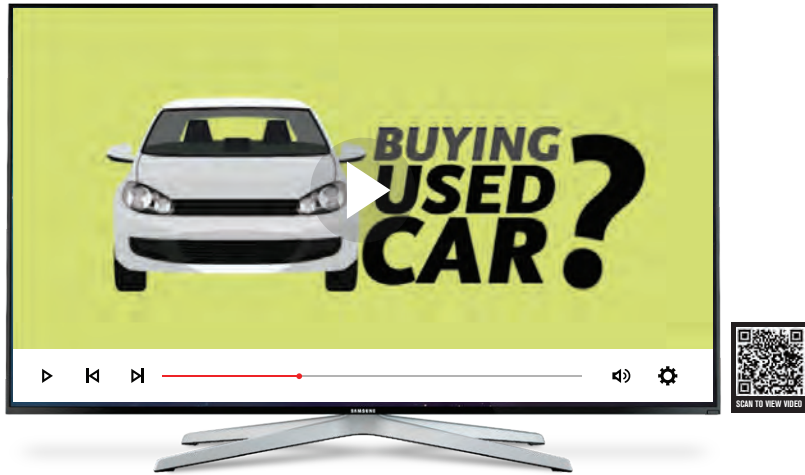
**We research
to refine and
improve.**



MEDIA PRODUCTION

We offer photography, videography, motion graphics and animation for businesses to help drive their sales, marketing and advertising campaigns.

Motion Ads.



Reasons to work
with Revolve

**We bring
engagement
and growth to
brands.**

A blurred industrial printing plant with a worker in the background. The scene is dimly lit, showing various printing machinery and a worker in a blue uniform. The text 'PRINT DESIGN' is overlaid in the bottom left corner.

PRINT DESIGN

GCNet Pullups.

Client
**Ghana Community Network
 Services Limited**

Service:
Print Design

GCNet a leading eSolutions company mandated to deploy ICT infrastructure and platforms that provides electronic platforms for easing trade processes improve revenue mobilization in Ghana.

Smart end-to-end e-Health System

Say Hello to e-health

GCNet Makes it possible



The e-Health Single Window Health Management Platform connects all players in the Ghana health sector including doctors, health institutions, pharmacies, laboratories among others to formalise the paperless regime in the health industry and to establish electronic health records for the users of the health services.


- Simplified UI**
 Responsive and friendly User Interface
 Supports diverse computer devices
 Mobile accessibility
- Reliable Results**
 Robust e-Health System
 24/7 operation - ready to produce
 Supports best HIPAA requirements
- Interactive**
 Real Time Alerts for all users
 Real Time Chat with System operators
 Real Time Monitoring Dashboards
- Data Security**
 Robust Password management System
 Public setting and Updating
 High level Admin Security Feature

www.gcnet.com.gh 

Smart end-to-end Customs System

Say Hello to innovation


GCNet Makes it possible



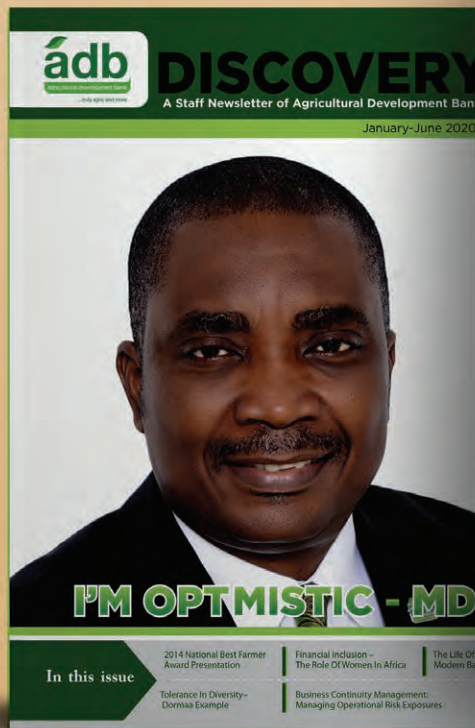
Our Customs product enables quick processing of all customs clearance documentation on-line and facilitates clearance of goods through the ports

The main goal of GCNet's customs services is to increase speed and transparency in the clearing process and to ensure that the right revenue accruing to the government of Ghana is realized.

- Simplified UI**
 Responsive and friendly User Interface
 Supports diverse computer devices
 Supports best HIPAA requirements
- Reliable Results**
 Robust e-Health System
 24/7 operation - ready to produce
 Supports best HIPAA requirements
- Interactive**
 Real Time Alerts for all users
 Real Time Chat with System operators
 Real Time Monitoring Dashboards
- Data Security**
 Robust Password management System
 Public setting and Updating
 High level Admin Security Feature

www.gcnet.com.gh 

Editorial Designs.



Goil Souvenirs.

Client
Goil Energy

Service:
Souvenir Design



DESKTOP
(210x300mm)
8.25 x 11.8inch



ORGANISER
(180x230mm)
7.1 x 9.1 inch



POCKET
(90x140mm)
3.5 x 5.5 inch



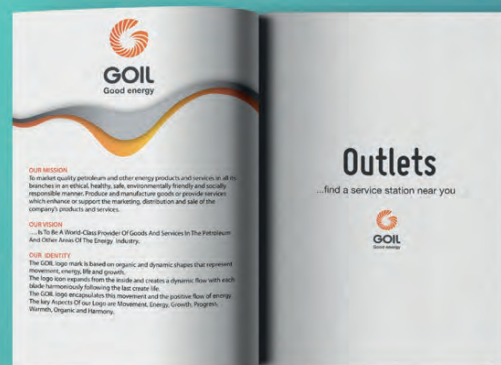
DESKTOP
(210x300mm)
8.25 x 11.8inch

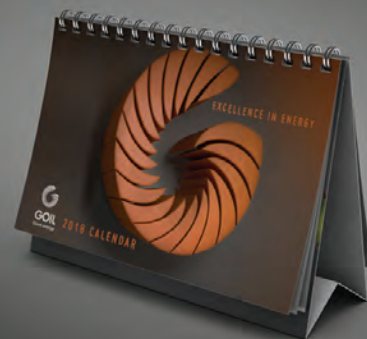
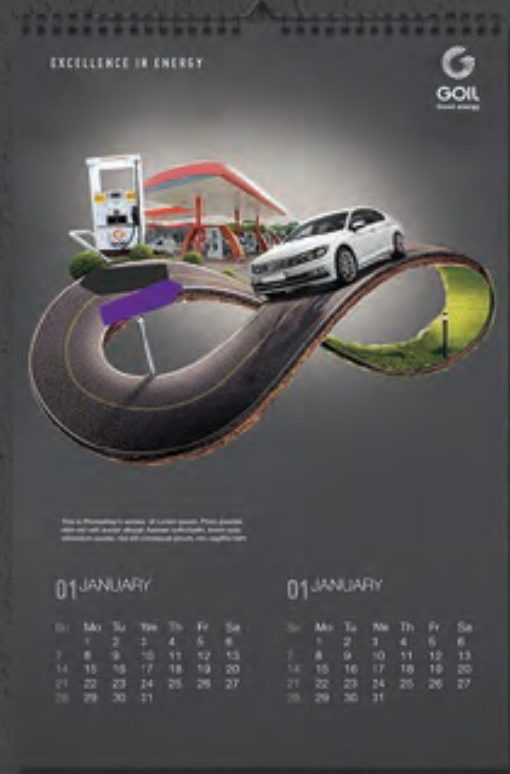


ORGANISER
(180x230mm)
7.1 x 9.1 inch



POCKET
(90x140mm)
3.5 x 5.5 inch



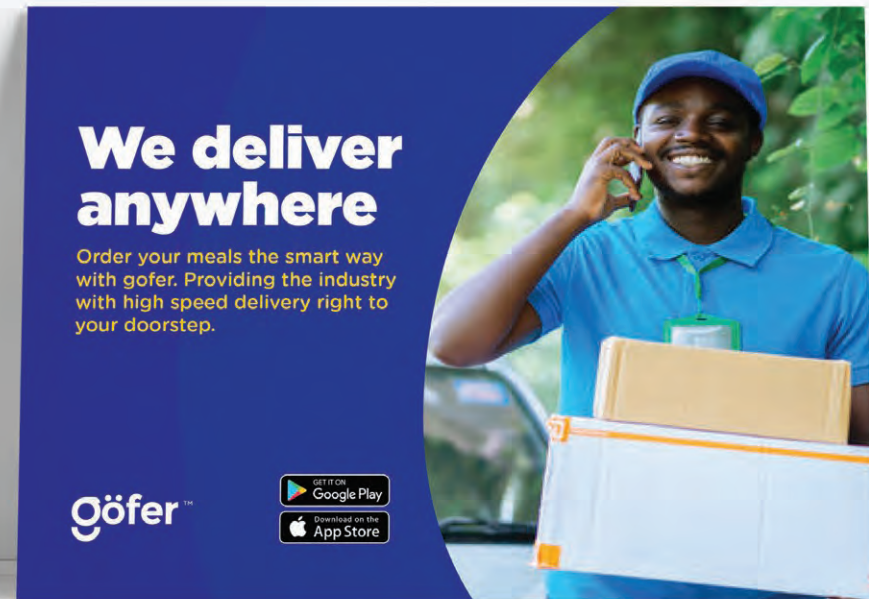


Gofer Posters.

Client
Gofer

Service:
Print Design

A breakthrough parcel delivery service with new technologies and additional features, with a goal to dramatically improve the delivery experience through speedy (2-6 hours) and smart, engaging technologies.



STC Calendars.



Client
State Transport Corporation

Service:
Calendar Design

Intercity STC is the Nation's premier Transport Company providing safe, reliable and comfortable bus services to travelers in Ghana. As a leading transport solutions provider Calendar are employed to sensitize customer on services and new offerings

Golwel Souvenirs.



Car Branding.



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HKKBaidoo@GMAIL.COM

