

HAMEED KWEKU BAIDOO

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PROFESSIONAL EXPERIENCE

● Teaching Assitant

NC State University • 2023 – Present

Assisting in the seamless delivery of 6 Credit Studio Course focused on three design practices, namely branding, interaction, and service design by supporting the professor, guiding students through the course project, fostering collaboration, and ensuring that the learning objectives are met.

● Lead Strategist / Co-Founder

Revolve Studios • 2018 – 2023

Overseeing and leading all aspects of design and marketing projects. Managing internal and external creative teams, vendors, and freelance to world-class engagements for brands through design, Visual Communication, Content, User Experience, and Technology. Ensuring that all projects meet the standard of quality, and are delivered on-time within scope, and within the budget. Manage and oversee content design, client management, and analyze market trends to identify new opportunities within the digital creative space

● Lead Brand / UX Designer (Volunteering)

Mariffa • 2023

Developing a comprehensive visual identity and brand strategy for a cyber mentoring program, Designing user-friendly and intuitive platform for program participants, Conducting user research, usability testing, and gathering feedback to enhance the overall platform usability

● Brand Strategist (Part-time)

Revolution Africa • 2020 – 2022

Defining the artist's visual identity, crafting captivating album covers, managing the artist's digital presence, collaborating with directors on music videos, directing photo shoots, and designing promotional material. Staying updated with social listening, managing music distribution, and coordinating features/collaboration with other creatives. Overall, my role is a multifaceted and strategic one that involves a combination of creative, design skills, and project management.

● Communication Officer

GCNet September • 2013 – 2018

Managing and executing brand and user interface projects for both corporate website and applications. I set up and managed digital communication channels, content design, media monitoring, social listening, and analytics to enhancing the company's visibility and stakeholder confidence while positively impacting the brand's position. Served as the lead creative in managing design projects to advance the brand's goals. Additionally, I implemented communication strategies such as a weekly departmental information-sharing systems and newsletters to promote unity and improve employee engagement. I provided essential support for organizing internal and external events, including the International Single Window Conference, National Trade Facilitation Awards, Stakeholder trainings etc.

EDUCATION

Master of Graphic & Experience Design

North Carolina State University
2023 - Present

Professional Certificate

Google UX Design Specialization
2023

Bachelor of Strategic Communication

African University College of Communication
2014 - 2016

Higher National Diploma Graphic Design

Takoradi Technical University
2008 - 2011

SOFTWARE

Adobe Illustrator
Adobe Indesign
Adobe Photoshop
Figma
Adobe Premier Pro
After Effects

REFERENCE

Kermit Bailey

Associate Professor
NC State University
klbailey@ncsu.edu

Carl Sackey

Deputy General Manager
GCNet
csackey@gmail.com

Jeffery Accam

Enterprise Security Engineer
Fidelity Bank Ghana

SELECTED ACCOMPLISHMENTS

● **Revolve Studios**

- Managed marketing initiatives, established rapport with potential clients, and implemented strategies to meet business goals and client acquisition, signing on 3 top brands to our client portfolio (GOIL Ghana, GIFF Ghana, UNFPA).
- Led in business development, analyzing market trends to identify opportunities in the digital creative space to ensure continuous growth and sustainability. This has led to the birth of Uvarsity, an Edtech Platform and The Coffee Paper - A video Podcast that has signed a partnership deal with XLive Radio in Ghana.
- Successfully managed design projects for clients, negotiating contracts and closing agreements to maximize profits and ensure timely delivery, including rebranding, website development, TV commercials, and digital marketing.

● **Ghana Community Network Services Limited - GCNet**

- Helped set up and managed a weekly departmental information-sharing system called "WhatsUp This Week" to help collate weekly activities of the various departments to share among staff. This helped foster unity and deepened knowledge about the activities of each department.
- Developed and Designed weekly and quarterly newsletters to keep employees informed about organizational policies, activities, services, social events, and news without overloading them with content. This created an avenue for employees, and managers to share their thoughts with the team in a personal tone that helped close the communication gap. It also motivates, inspires, and improves employee connection in addition to keeping them up to date with what's going on in the organization.
- Successfully set up and helped manage digital communications channels (Social Media accounts and Websites) for GCNet which enhanced the company's visibility, deepened knowledge about its activities, and increased stakeholder confidence and loyalty. This value addition of informed stakeholders impacted positively the brand's position.
- Successfully assisted the Communication Manager in the organization of the 6th International Single Window Conference in Ghana hosted by GCNet in partnership with the Africa Alliance for Electronic Commerce (AACE) and Ghana Revenue Authority. The three-day conference, supported also by the Ministry of Trade and Industry (MoTI) was graced by His Excellency the Vice President of Ghana, Alhaji (Dr.) Mahamadu Bawumia was attended by more than 200 participants from various entities including public as well as private partners (WTO, WCO, AU, UNECA, COMESA, WAEMU, UPU, WEF, UNCEFACT, UNESCAP).

● **Revolution Africa**

- Successfully crafted a distinct visual persona for the artist, ensuring consistency across all visual elements and roll-out of his second studio album Phlowducation II.
- Designed a cohesive and engaging digital marketing strategy, ensuring the artist's online presence was dynamic and aligned with the theme of his album. This helped drive a lot of engagement helping gain over 2 million streams.
- Successfully managed the efficient distribution of the album across multiple channels, optimizing reach and accessibility. I also Facilitated collaborations with other artists and creatives, enhancing the album's diversity and appeal.