

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

● Volunteering - Lead Brand / UX Designer

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

Revolution Africa • 2020 – 2022

Defined 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

Managed and executed 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

Takoradi Technical University
2008 - 2011

SOFTWARE

Adobe Illustrator
Adobe Indesign
Adobe Photoshop
Figma

Working Knowlege

- Adobe Premier Pro
- After Effects

REFERENCE

Kermit Bailey

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