



## PROFESSIONAL EXPERIENCE

### ● Graduate Research Assistant - Part time NC State University • 2024 – Present

Assisting in researching and designing interfaces for language analysts, focused on enhancing explainability, trust calibration, and uncertainty visualization in LLM-generated summaries. Key contributions included user research, design prototyping, and interaction design to empower analysts in decision-making and human-machine teaming

### ● Graduate Teaching Assistant - Part time NC State University • 2023 – 2024

Assisting in the seamless delivery of Studio Courses focused on three design practices, namely Branding, Interaction, Service design and Typography 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

I oversaw and led all aspects of design and marketing projects. This included managing both internal and external creative teams, as well as vendors and freelancers, to create world-class engagements for brands through design, visual communication, content, user experience, and technology. I ensured that all projects met high-quality standards and were delivered on time, within scope, and within budget. Additionally, I managed client relationships while analyzing market trends to identify new opportunities in the digital creative space.

### ● Lead Brand / UX Designer (Volunteering) Mariffa • 2023

I was responsible for developing a comprehensive brand strategy for a cyber mentoring program and a user-friendly and intuitive platform for program participants. I conducted user research, and usability testing, and gathered feedback to enhance the overall platform experience.

### ● Communication Officer Ghana Community Network Services Limited (GCNet) • 2013 – 2018

I was responsible for managing and executing brand and user interface projects for both corporate websites and applications. I set up and managed digital communication channels, content design, media monitoring, social listening, and analytics to enhance the company's visibility and stakeholder confidence while positively impacting the brand's position.

I also served as the lead creative in managing design projects to advance the brand's goals. Additionally, I implemented communication strategies such as 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 training, 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

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

## REFERENCES

### 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

### ● North Carolina State University

- I had the privilege of representing the College of Design by presenting our studio project to the Botswana Defence Force during their visit to NC State. In my presentation, I demonstrated how an AI-powered interface can be designed to enhance efficiency in defense and intelligence operations.

### ● Revolve Studios

- I managed marketing initiatives, built strong relationships with potential clients, and implemented strategies to achieve business goals and acquire clients, successfully signing on three top brands to our client portfolio: GOIL Ghana, GIFF Ghana, and UNFPA.
- I took the lead in business development by analyzing market trends to identify opportunities in the digital creative space, ensuring continuous growth and sustainability. This effort led to the creation of Uvarsity, an EdTech platform.
- I successfully managed design projects for clients, negotiating contracts and closing agreements to maximize profits while ensuring timely delivery. My work included rebranding, website development, TV commercials, and digital marketing.

### ● Ghana Community Network Services Limited - GCNet

- I helped establish and manage a weekly departmental information-sharing system called "WhatsUp This Week." This initiative was designed to collate the weekly activities of various departments and share this information among staff. It fostered unity and enhanced knowledge about each department's activities.
- I developed and designed weekly and quarterly newsletters to keep employees informed about organizational policies, activities, services, social events, and news while ensuring that the content was not overwhelming. This provided an avenue for employees and managers to share their thoughts in a personal tone, which helped bridge communication gaps. Additionally, it motivated, inspired, and improved employee connections while keeping everyone updated on the organization's happenings.
- I successfully set up and managed the digital communication channels (social media accounts and websites) for GCNet, which increased the company's visibility, enhanced awareness of its activities, and bolstered stakeholder confidence and loyalty. This effort significantly improved the brand's standing.
- I assisted the Communication Manager in organizing the 6th International Single Window Conference in Ghana, hosted by GCNet in partnership with the Africa Alliance for Electronic Commerce (AACE) and the Ghana Revenue Authority. The three-day conference, also supported by the Ministry of Trade and Industry (MoTI), was graced by His Excellency the Vice President of Ghana, Alhaji (Dr.) Mahamadu Bawumia, and attended by over 200 participants from various entities, including both public and private partners (WTO, WCO, AU, UNECA, COMESA, WAEMU, UPU, WEF, UNCEFACT, UNESCAP).