BISMARK APENKWAH
PRODUCT DESIGNER (UI/UX & FRONT-END)

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Professional Summary

Product Designer with strong UI/UX and front-end engineering expertise, experienced in delivering end-to-end digital products for both in-house teams and agency clients. Adept at translating business and user requirements into intuitive user experiences, scalable UI systems, and production-ready front-end solutions. Comfortable working across discovery, design, and delivery phases in fast-paced, multi-project environments.

Core Skills

Product & UX

• Product discovery, problem framing, and user journey mapping

• UX research, wireframing, and prototyping

• Design systems and component libraries

• Accessibility (WCAG 2.1) and usability best practices

• Information architecture and content structuring

UI & Visual Design

• Brand identity and logo design

• Typography and colour systems

• Responsive and mobile-first UI design

• Interaction design, micro-animations, and dark mode systems

• Visual storytelling and layout consistency

Front-End Engineering

• HTML5, CSS3, Tailwind CSS, JavaScript

• React and Next.js

• Component-driven development

• Performance optimisation and SEO best practices

• Cookie consent, analytics integration, and compliance-aware builds

Tools

• Figma, Adobe Creative Cloud (Photoshop, Illustrator, InDesign, XD)

• Git & GitHub, VS Code

• Sanity CMS

• Google Analytics (GA4) and Consent Mode

Professional Experience

Product Designer / Front-End Designer

Bisacom Graphics — UK & Ghana (Remote) | 2020 – Present

Key Achievements & Responsibilities:

• Led end-to-end product design and front-end delivery for startups, churches, SMEs, and personal brands.

• Designed and developed responsive, accessible websites with strong UX foundations and modern UI systems.

• Created and maintained scalable design systems covering typography, colour, layout, and interaction patterns.

• Implemented production-ready interfaces using Tailwind CSS, JavaScript, React, and Next.js.

• Delivered SEO-optimised, performance-focused websites aligned with UK digital standards.

• Managed multiple projects concurrently, mirroring agency-style workflows and deadlines.

Lead Graphic Designer & Digital Content Creator

Ananse Empire — Accra, Ghana | 2019 – 2020

Key Achievements & Responsibilities:

• Designed logos, apparel graphics, posters, and product labels for campaigns and brand launches.

• Developed cohesive brand guidelines and visual systems across digital platforms.

• Supported marketing and promotional efforts through consistent, high-quality design outputs.

Selected Case Studies

Aba's Pie — Brand & Digital Product

• Led brand identity design including logo, typography, and colour system.

• Designed and built a responsive product website with conversion-focused UX.

• Delivered a production-ready site aligned with accessibility and compliance expectations.

GospelQuote — Content Platform

• Redesigned and rebuilt a content-focused platform using Next.js and a headless CMS.

• Improved site performance, navigation, and mobile usability.

• Designed UX flows for articles, podcasts, and multimedia content.

Personal Portfolio — Product Designer Portfolio

• Designed and developed a multi-page, case-study-driven portfolio.

• Implemented dark mode, micro-interactions, and responsive layouts.

• Optimised for recruiter scanning, SEO, and accessibility.

Education

MSc Information Technology Management

Coventry University, United Kingdom | 2021 – 2023

BSc Geomatic Engineering

Kwame Nkrumah University of Science & Technology | 2012 – 2016

Certifications & Professional Development

• Figma UI/UX Design

• Front-End Web Development (HTML, Tailwind CSS, JavaScript)

• Adobe Creative Cloud Masterclasses

• Brand Identity and Digital Design Courses

References

Available upon request.