

# BISMARCK 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.