

BISMARCK APENKWAH

BRAND IDENTITY DESIGNER

38 Richmond Road, NR5 0PQ, UK

Portfolio: <https://bisacom-graphics.vercel.app>

<https://github.com/Bisacom-prog>

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Professional Summary

Strategic and creative Brand Identity Designer with 3+ years of experience crafting cohesive visual identities, logos, colour systems, typography, and digital assets for clients across sectors including tech, creative agencies, and small business brands. Proficient in Figma, Adobe Creative Suite (Illustrator, Photoshop, InDesign, XD), and UI/UX concepts. Demonstrated ability to manage multiple design projects end-to-end, collaborate with research and product teams, and present design solutions confidently to stakeholders. Recognized for clean, modern, and purpose-led design that drives distinction and brand recognition.

Core Skills

- Brand identity strategy & concept development
- Logo design, typography, colour theory
- Design systems & brand guidelines creation
- Marketing collateral (print + digital)
- Digital assets: presentations, social graphics
- Figma, Adobe Creative Suite (Illustrator, Photoshop, InDesign)
- UX/UI collaboration fundamentals
- Client presentation & stakeholder engagement
- Project prioritization & deadline management
- Creative trend research & visual innovation

Professional Experience

Brand Identity & Visual Designer

Bisacom Graphics — UK/Ghana (Remote)

Jan 2020 – Present

Key Achievements & Responsibilities:

- Led end-to-end brand identity projects from brief to final delivery; developed logos, typography systems, and visual languages tailored to brand personalities and audience insights.
- Produced brand guidelines documents ensuring consistent application across digital and print channels.
- Designed marketing collateral including business stationery, social media campaigns, email templates, posters and presentations.
- Partnered with clients to refine vision, present concepts, and incorporate feedback into polished design iterations.
- Collaborated with UI designers and developers to translate brand designs into responsive web interfaces and UX components.
- Managed multiple projects simultaneously with high quality, punctual delivery.

Selected Achievements

- Delivered a full brand identity suite including logo, colour palette, and guideline docs for Aba's Pie achieving 35% increase in online engagement within 6 weeks.
- Rebranded Flower Bar's brand across web and print with new packaging visuals and brand assets contributing to measurable uplift in local awareness.

Education

MSc Information Technology Management

Coventry University, United Kingdom | 2021 – 2023

BSc Geomatic Engineering

Kwame Nkrumah University of Science & Technology | 2012 – 2016

Portfolio Highlights

1. Modern Brand Identity — Aba's Pie

Logo systems, colour theory, marketing collateral & packaging visuals

<https://branding-page-five.vercel.app/aba.html>

2. Digital Brand Identity — GospelQuote

Figma-designed systems integrated into web UI and social brand graphics

<https://gospelquote-next-sanity.vercel.app/>

3. Full Brand Refresh — Flower Bar

Comprehensive brand guidelines + presentation decks

https://branding-page-five.vercel.app/Flower_guide.html

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

Tools & Technology

- Figma, Adobe Creative Suite (Illustrator, Photoshop, InDesign, XD)
- HTML, CSS and JavaScript understanding for UI collaboration

Professional Traits

- Excellent visual communication & conceptual skills
- Strong understanding of strategic brand thinking
- Collaborative team player with excellent presentation skills
- Passion for emerging design trends and innovative visuals

Additional Information

- Based in the UK (eligible to work)
- Active member of online design communities & continuous learner