JOSEPH EBENEZER KWAME DONKOH

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SUMMARY

Diligent and enthusiastic **Graphic Designer** with excellent project design abilities and innovative creative thinking. Able to multitask with end result of bringing many graphic design projects to completion with accuracy, efficiency, and consistently meeting deadlines. Can both work as a member of a professional graphic design team or independently. Superb oral and written communication skills. Committed to continuous learning.

WORK EXPERIENCE

Lead Creative Designer

Miracle Brand builders | June 2023 – Present

- Developed visually appealing and print-ready materials for use by all our client's brands, ensuring high-quality and adherence to brand guidelines.
- Design web, social media, and digital marketing graphics to effectively communicate the brand message across online platforms.
- I ensure deadlines are met consistently, delivering materials to the highest quality standard.
- Designed visually compelling graphics for packaging and labels, resulting in a 50% increase In product awareness and sales.
- Developed consistent branding across multiple communication channels and touchpoints for a food company, resulting in a 20% increase in brand recognition.

Mid- Weight Graphics Designer

Startech Multimedia Ltd | January 2022 – May 2023 | website: startechmultimedialtd.com

- Designed creative graphics for various clients across different industries, including print, digital, and branding, while ensuring timely delivery and effective communication.
- Collaborated with marketing and advertising teams to produce engaging and impactful visuals for print and digital ads resulting in a 50% increase in customer engagement.
- Led visual and brand identity design for our clients including August hub, Prixta Realise Consult and Sam AJ travel and Tour Company.
- Designed engaging and responsive UI/UX for an e-commerce website, resulting in a 30% increase in conversion rate.
- Designed environmental graphics and wayfinding signage that was implemented for the Upper room experience worship night Musical Concert.

Graphics Designer

Tolbert Health Ghana Ltd | January 2021 – September 2021 | website: tolberthealth.org

- Designed creative graphics across different platforms, including print Media and digital Online Media, while ensuring timely delivery and effective communication.
- Designed graphics designing resources for our company's website updates.
- Generate new design concepts, graphics, and page layouts that align with brand identity and marketing objectives.

SKILS

- **Visual Design**

Poster Design · Branding · Typography · Iconography · Book Design · Book Binding · Web Design, Stylesheets and Guidelines.

- **UI/UX Design**

User Experience · Interaction Design · User Interface · Physical and Digital Prototyping · Visual Design · Wireframing · Low-High Fidelity Mockups.

- **Research**

User Interviews · User Testing · Information Architecture · Journey Mapping · Quantitative Analysis · A/B Testing · Competitor Analysis · Design Strategy.

- **Software**

· Illustrator · Photoshop · InDesign · AfterEffects · Adobe XD · HTML · CSS · Java script. Figma.

- **Other Skills**
  - ➢ Proficient in the use of Microsoft office suit software's such us Office word, Power Point and Excel.
  - ➢ Digital marketing, Email marketing and social media page management proficiency.
  - ➢ Computer IT support and troubleshooting capabilities.

Education and Training.

School: University Of Cape Coast (UCC)

Program Of Study: Bachelor of Science in Mathematics (statistics and Information Technology).
From: 2014-2018

School: Bompeh Senior High technical school (WASSCE)

Program of Study: General Science
From: 2009-2013

Training Institute: Amalitech Training and research Center Takoradi.

Program of Study: Graduate Training in Software Development (Web front end developer).
From: January – October, 2022.

Training Institute: Center for Research, Information Technology and advance computing.

Program of Study: Professional Certificate in Computer networking and system administration. .
Duration: May, 2016