

Carl Randolph

Brand Development Enthusiast
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EXPERIENCE

Nguvu Global Limited | Branding Enthusiast

2021 - Ongoing | Lakeside Estates, Accra Ghana

- In charge of creative visual brand identity for publicity
- Developed packaging and labeling concepts for product branding
- Initiated a brand series for extended product insight

Penplusbytes | Design Communication Assistant

2016 - 2020 | Osu Ako-Adjei, Accra Ghana

- Interpreted index information visually for digital media publicity purposes
- Developed creative concepts for print-ad purposes
- Maintained design functionality with brand guide

Image Point Advertising Limited | Graphic Designer

2013 - 2015 | Osu Oxford Street, Accra

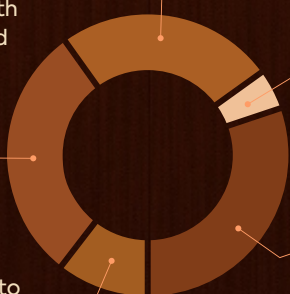
- Assisted the design department with publication designs and standard document layouts
- Assisted with brand identity projects with specialization in product and package design
- Supervised the printing and finishing of book work ensuring top quality outcome



A DAY OF MY LIFE

Prospecting for brand identity projects and capacity application avenues with both international and local entities/outfits

Partnering with industries and business owners to amplify the excellence of branding and packaging across board in Ghana



Knowledge-oriented, free-spirited soul running a book club

Partnering with innovative minds on projects that improve the outcome of work

Networking at industry-focused conferences to understand brand strategies and amplify professional technique



LIFE PHILOSOPHY

"**Simplicity** is a language/culture/lifestyle only a very few understand or appreciate"



MOST PROUD OF

- **Winning**
the *Calabash Colour Festival* international brand contest
- **Winning**
Nguvu the best skincare brand for outstanding product packaging and design
- **Being Awarded**
the best hardworking high school student with honors



STRENGTHS

Optimist + Inspirer Creative + Innovative Health-Oriented
Disciplined Organized Open-Minded Result-Oriented

Microsoft Word Microsoft PowerPoint Adobe Illustrator
Adobe Premiere Pro CorelDraw Adobe PhotoShop



EDUCATION

- **Visual Brand Development**
Advanced Learning Interactive Systems Online (Alison)
2014 | New South Wales - Australia
- **Communication Design**
Gigabytes Institute of Technology
2011 | Accra - Ghana
- **Visual Arts**
Labone Senior High School
2008 | Accra - Ghana