

Nana Badu Agyeman-Badu

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Personal Profile

A highly experienced Graphic and UI/UX Designer with 5 years of expertise in delivering creative and user-centered design solutions. Passionate about innovative design, enhancing user experience, and improving business processes through visually compelling digital solutions.

Strong leadership skills, problem-solving abilities, and a keen eye for detail in high-impact projects. Adept at working in fast-paced environments, adapting to new challenges, and leading design teams to create meaningful brand and product experiences.

Career Objective

Leverage 5 years of experience in graphic design, UI/UX, and branding to create impactful, user-friendly designs that enhance business efficiency, optimize digital experiences, and drive engagement. Seeking opportunities to collaborate with innovative teams in shaping modern digital solutions.

Education

Bachelor's Degree in Communication Design

Kwame Nkrumah University of Science and Technology | 2020 – 2024

Professional Certifications:

- Google UX Design Professional Certificate (2023)
 - Adobe Certified Professional in Graphic Design & Illustration (2022)
 - Figma Advanced Design & Prototyping Certification (2023)
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Professional Experience

Graphic & UI/UX Designer

Ministry of Works and Housing | 2024 – Present

- Designed and printed over 1,000 staff ID cards and commercial driver's licenses, streamlining administrative efficiency.
- Led the department's digital transformation by redesigning the internal portal for better accessibility and user experience.
- Collaborated with IT and management teams to improve visual communication across the ministry's platforms.

Lead Graphic & UI/UX Designer

Tidy Up 24/7 (Landscape Design & Real Estate) | 2020 – 2023

- Led a design team to create branding materials, website UI/UX layouts, and marketing assets for clients.
- Managed and supervised design projects from concept to completion, ensuring brand consistency and effectiveness.
- Designed engaging, user-friendly website and mobile app interfaces using Figma and Adobe XD.
- Improved digital presence by 40% through strategic UI/UX enhancements and SEO-friendly design.

Freelance Graphic & UI/UX Designer

2020 – Present

- Provided graphic design, branding, and UI/UX solutions for various clients in industries including technology, healthcare, and real estate.
- Created wireframes, prototypes, and high-fidelity designs for mobile and web applications.
- Developed brand identities, logos, and marketing materials for startups and established companies.
- Conducted usability testing and user research to optimize digital experiences.

Technical Skills

- UI/UX Design: Figma, Adobe XD, Sketch
 - Graphic Design: Adobe Photoshop, Illustrator, InDesign
 - Web Design: HTML, CSS, WordPress
 - Motion Graphics: After Effects, Premiere Pro
 - Prototyping & Wireframing
 - User Research & Usability Testing
 - Presentation Skills (PowerPoint, Google Slides)
 - Strong MS Office Skills (Word, Excel)
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Soft Skills

- Project Leadership & Team Management
 - Strategic Planning & Execution
 - Analytical Thinking & Problem-Solving
 - Creative & Conceptual Thinking
 - Strong Communication & Collaboration
 - Time Management & Deadline Adherence
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Achievements

- **5 Years of Experience** in Graphic Design & UI/UX.
 - Awarded **Top Performing Designer** at Tidy Up 24/7 for exceptional branding and user interface designs.
 - Designed **20+ mobile and web applications**, enhancing user experience and engagement.
 - **Increased client conversion rates by 30%** through effective branding and digital marketing strategies.
 - Implemented cost-saving design solutions, reducing marketing expenses by 20%.
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Special Interests

- Exploring innovative UI/UX trends and emerging design technologies.
 - Experimenting with creative graphic design techniques.
 - Football, basketball, and global sports analysis.
 - Traveling and cultural exploration.
 - Playing video games for relaxation and creative inspiration.
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References

Available upon request.
