AMA ACHAMPONG
Multimedia Creative | UX/UI Designer

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Ama Achampong is a Ghanaian-American entrepreneur, multimedia creative and aspiring UX designer. She has earned her Bachelor of Science in Integrated Design and Media at NYU Tandon School of Engineering. Ama is passionate about helping others through creative solutions and community-building. She aspires to complete a Master's degree in Integrated Marketing.

EDUCATION

B.S. Integrated Design and Media
New York University, Tandon School of Engineering
2019-2023

COURSEWORK

Visual Foundation Studio
Introduction to Web Development
Still and Moving Images
Ideation and Prototyping
3D Cinema, 3D Animation, 3D Modeling
Senior Design Project

SKILLS

Time Management	Wireframing
Attention to Detail	Prototyping
Task Delegation	Branding
Google Suite	Maya
Interface Design	Blender
Design Thinking	Python

TOOLS

Figma	Basic HTML & CSS
Illustrator	Adobe Premiere Pro
InDesign	Reaper
Unreal Engine	Maya
Gamemaker	Blender
JavaScript	Python

CERTIFICATIONS

Google UX Professional Certificate
Aug. 2023 - Sept. 2023

Work Experience

June 2022 - Aug. 2022 | June 2023 - Aug. 2023
New York University Opportunity Programs

Summer Peer Leader

- Mentored and supported 200+ pre-first year students through the intense summer program
- Cultivated and led 8+ programs and community-building events
- Facilitated 3 weekly on-campus cohort meetings consisting of 10+ students
- Managed administrative tasks such as incident reports, budgeting, program planning, and record-keeping

Sept. 2022 - May 2023
New York University Opportunity Programs

Student Coordinator | Brand Committee

- Facilitated engagement of 800+ students to share experiences through 3 monthly podcast episodes
- Created organizational social media and branding content including videos, graphics, captions, etc such Staff Highlights and "Ask OP" reels on Instagram
- Edited and published a seasonal magazine showcasing student talent and multimedia artwork.

Projects

Feb. 2023 - May 2023
Senior Design Project

Travel with Ease: NYU Shuttle App Redesign

- Executed user research via surveys among NYU students for shuttle app redesign insights
- Leveraged Figma and Bravo Studio to iteratively design a functional app over a semester
- Incorporated user feedback and evaluated original app for an intuitive and user-friendly redesign
- Refined app design through over 10 iterative cycles, ensuring enhanced user experience

Apr. 2022
Introduction to Web Development

jQuery Pair Programming

- Visualized website layout through hand-sketched wireframe and site map to help track the information architecture
- Utilized HTML, CSS, JavaScript, and jQuery to construct user-friendly social media platform, website-based
- Collaborated with a partner to ensure intuitive design and ongoing consistency

Volunteering

May 2023 - Present
Apartanos | StartUp

Brand Management | UX Designer

- Visualized website layout through 5+ hand-sketched wireframes and in Figma
- Researched competetor's mobile and desktop viewport design layout and functionality
- Translated Apartano's essence into a memorable logo concept, blending apartment elements with user-friendly aesthetics
- Executed the logo's final design using Adobe Illustrator, combining typography and visuals to capture the platform's identity