MARKIA APPIAH

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PROFESSIONAL SUMMARY

Creative and technically proficient Graphic Designer with a Master's degree in Information Technology (specializing in Cloud Computing and Cybersecurity) and 7+ years of hands-on experience blending digital design, UX/UI principles, and full-stack development to produce visually compelling assets for web, social media, and branding initiatives. Expert in Adobe Creative Suite, Canva, WordPress, and graphic design software to craft advertising materials, social media content, UX mockups, and brand-aligned illustrations. Proven track record of enhancing user engagement by 30%+ through intuitive designs and seamless digital integrations. Seeking a remote contract role to leverage mid-level graphic design expertise, illustration skills, and adherence to brand guidelines for innovative visual storytelling.

EDUCATION

Master of Science in Information Technology
University of Maryland Global Campus, Adelphi, MD
Specialization: Cloud Computing and Cybersecurity

Graduated: May 2023

- Capstone Project: Designed interactive UX mockups and prototypes for a cloud-based content management dashboard using Adobe XD, Figma, and React; integrated with WordPress backend for dynamic asset rendering, improving content update efficiency by 45%.
- Relevant Coursework: Digital Media Design, Human-Computer Interaction, Web Development Technologies, Visual Analytics, Secure User Experience Design.

Bachelor of Science in Computer Science
University of Maryland, Baltimore County, MD
Graduated: May 2020 (GPA: 3.8/4.0)

- Senior Project: Created a responsive web portfolio platform with custom illustrations in Adobe Illustrator and Photoshop, deployed on AWS; featured animated social media graphics that boosted demo site traffic by 40%.

PROFESSIONAL EXPERIENCE

Graphic Designer & Digital Content Specialist (Remote)
TechSolutions Inc., Baltimore, MD

June 2023 – Present

- Designed and produced high-impact advertising materials, social media content, and UX mockups using Adobe Photoshop, Illustrator, Canva, and Figma; increased user engagement across platforms by 30% through visually appealing campaigns aligned with brand guidelines.
- Developed custom WordPress themes and plugins for client websites, incorporating graphic design illustrations, responsive layouts, and interactive elements; reduced page load times by 25% while ensuring seamless mobile experiences.
- Created brand-consistent graphics for marketing collateral, including banners, infographics, and promotional videos; collaborated with cross-functional teams to iterate on designs based on A/B testing feedback.
- Managed end-to-end design projects from concept to deployment, utilizing Agile methodologies to deliver assets on schedule; mentored junior team members on Canva workflows and Adobe best practices, improving team output quality by 25%.
- Integrated graphic assets into cloud-hosted applications (AWS S3 and CloudFront), automating content delivery pipelines for real-time updates in social media feeds.
- Conducted usability reviews of UX mockups, applying design principles to enhance accessibility and visual hierarchy for diverse audiences.

Freelance Graphic Designer & IT Consultant (Remote)
CloudWave Technologies, Remote

August 2020 – May 2023

- Crafted advertising material design projects for 10+ enterprise clients, including social media graphics, email templates, and digital brochures using Adobe Illustrator, Photoshop, and Canva; achieved 100% client satisfaction with brand guideline adherence.

- Built and customized WordPress sites with embedded UX mockups and interactive illustrations; automated content workflows with plugins, reducing manual updates by 50% and supporting zero-downtime deployments.
- Produced graphic design illustrations for web and mobile apps, focusing on user-centered designs that improved interface intuitiveness; developed prototypes in Figma for stakeholder reviews.
- Created social media content calendars with themed visuals, boosting follower interaction rates by 35% through targeted, platform-optimized graphics.
- Provided design training sessions for clients on Canva and Adobe tools, enhancing their in-house capabilities and adoption of visual branding strategies.
- Ensured all designs met accessibility standards (WCAG) and incorporated encryption for secure asset sharing in cloud environments.

UI/UX Designer & Full-Stack Developer
NexGen Solutions, Baltimore, MD

June 2018 – July 2020

- Designed UX mockups and wireframes for client applications using Adobe XD and Illustrator; translated into functional prototypes with Angular, resulting in 35% workflow efficiency gains.
- Developed graphic design elements for digital products, including icons, logos, and advertising banners; applied OWASP-inspired secure design principles to protect visual assets.
- Customized WordPress dashboards with bespoke illustrations and themes, enabling content creators to manage social media posts efficiently.
- Collaborated on microservices for dynamic content rendering, integrating Canva-generated assets into responsive web experiences with 20% reduced latency.
- Conducted design audits and penetration testing simulations on visual interfaces to mitigate usability vulnerabilities.

Junior Graphic Designer & Developer
InnovateTech, Baltimore, MD

May 2017 – May 2018

- Created internal branding materials and social media graphics using Photoshop, Illustrator, and Canva; streamlined operational visuals for 50+ users.
- Assisted in migrating legacy design assets to cloud storage (AWS), enhancing accessibility and version control for team collaboration.
- Participated in Agile sprints to deliver graphic updates, contributing to a 98% on-time feature release rate.
- Developed simple WordPress plugins for automated image optimization and UX enhancements.

TECHNICAL SKILLS

Graphic Design Software: Adobe Photoshop (Expert), Adobe Illustrator (Expert), Canva (Expert), Figma, Adobe XD, InDesign.

UX/UI & Mockups: Creating UX mockups, Wireframing, Prototyping, User-Centered Design, Accessibility (WCAG), A/B Testing.

Web & Content Management: WordPress (Themes, Plugins, Customization), HTML/CSS, JavaScript/TypeScript, RESTful APIs, GraphQL.

Illustration & Advertising: Graphic design illustration, Advertising material design projects, Social media content creation, Brand guidelines adherence, Infographics, Digital Brochures.

Cloud & Integration: AWS (S3, CloudFront, EC2 for asset hosting), Azure (Blob Storage), Docker for design tool containers.

Other Tools: Git, Agile/Scrum, Linux/Windows for design workstations, Prometheus/Grafana for performance monitoring of design pipelines.

Programming Support for Design: Python (Automation scripts for batch processing), JavaScript (Interactive elements).

CERTIFICATIONS

- Adobe Certified Professional in Photoshop (2023)
- Adobe Certified Professional in Illustrator (2022)
- Canva Design Specialist (2023)
- Google UX Design Professional Certificate (2021)
- AWS Certified Solutions Architect – Associate (2023)
- Microsoft Certified: Azure Fundamentals (2022)
- CompTIA Security+ (2021)

SELECTED DESIGN PROJECTS

Brand Identity Overhaul for Tech Startup *2023*

- Led redesign of logo, color palette, and marketing materials using Illustrator and Photoshop; developed WordPress site with integrated social media graphics, aligning with brand guidelines and increasing brand recognition by 40%.

Social Media Campaign Graphics Series *2022–2023*

- Created 50+ Canva and Photoshop assets for Instagram, LinkedIn, and Twitter; focused on UX-friendly layouts for ads, resulting in 35% higher engagement metrics.

UX Mockup Portfolio for E-Commerce App *2022*

- Designed interactive prototypes in Figma with custom illustrations; deployed demo on WordPress for client feedback, reducing revision cycles by 60%.

Automated Advertising Material Generator *2021*

- Built a Python tool integrated with Canva API to generate variant ads; streamlined production for multi-channel campaigns.

PROFESSIONAL DEVELOPMENT & ACHIEVEMENTS

- Published design tutorial: "Integrating Adobe Tools with WordPress for Dynamic Content" on internal company blog (2023).
- Speaker at Virtual Design Meetup: "Brand Guidelines in Remote Collaboration" (2024).
- Awarded "Designer of the Quarter" at TechSolutions Inc. for innovative social media content (2024).
- Completed Coursera Specialization in Graphic Design (Rhode Island School of Design, 2022).
- Volunteer Graphic Designer for local non-profits in Owings Mills, creating pro-bono branding and social media assets (2020–Present).
- Active member of AIGA (American Institute of Graphic Arts) and UX Design Community.

ADDITIONAL INFORMATION

- **Languages:** English (Native), Twi (Native), Spanish (Fluent).
- **Interests:** Digital illustration, UX research, creating sustainable brand designs, remote collaboration tools, and exploring generative AI for graphics.
- Available for remote contract work with flexible schedule; portfolio available upon request.