

Nyamekye Caleb Anane-Appiah

CEO of Ca-an Photography

Kumasi, Ghana

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Professional Summary

Creative and detail-oriented Graphic Designer, Photographer, and Videographer with over three years of experience in branding, typography, layout design, and multimedia production. Proven expertise in Adobe Creative Suite and a strong understanding of color theory, camera settings, and post-processing techniques. Adept at leading projects from concept to completion and thriving in collaborative environments. Fluent in English and Twi.

Professional Experience

Ca-an Photography

CEO

Kumasi, Ghana | 2021 - Present

- Founded and managed a successful photography and videography business.
- Led branding and design projects, creating compelling visual identities for various clients.
- Directed and executed professional photo shoots and video productions.
- Developed and designed marketing materials, including flyers, posters, and social media content.
- Enhanced photos and videos using Adobe Lightroom and Capture One.

Freelance Graphic Designer

Kumasi, Ghana | 2021 - Present

- Delivered custom graphic design solutions for clients, focusing on branding, typography, and layout design.
- Collaborated with clients to understand their vision and deliver high-quality designs that meet their needs.
- Utilized Adobe Creative Suite (Photoshop, Illustrator, InDesign) to create visually appealing graphics.
- Produced print-ready designs for various marketing materials, ensuring adherence to brand guidelines.

Education

Apam Secondary School

Science Student

Graduated: 2023

Skills

- Graphic Design: Branding, Typography, Layout Design, Color Theory

- Photography: Camera Settings, Lighting, Composition, Adobe Lightroom, Capture One
- Videography: Video Production, Editing, Storyboarding
- Software Proficiency: Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro, After Effects)
- Languages: English, Twi

Projects

- Brand Identity for Agency Elevator, Liz Tech and many more: Developed a comprehensive brand identity, including logo design, color scheme, and typography, for a local business.
- Photography Portfolio: Created a diverse portfolio showcasing professional photography work in various genres, including portraits, landscapes, and events.
- Marketing Campaign for Agency Elevator and Lix Tech: Designed and executed a marketing campaign, including flyers, posters, and social media graphics, resulting in a 20% increase in client engagement.

References

Available upon request.