

Dogbey Obed Selorm

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CREATIVE DESIGNER PROFESSIONAL SUMMARY

- With four years of expertise, a brand and graphic designer that is meticulously oriented helps various companies create engaging communication materials for their target audiences.
- Proficient in layout, typography, illustrator, Photography & Python programming.
- Seeks to assist public sector organizations in strategically promoting their brands and projects, increasing their exposure, and doing so via the use of innovative and interesting digital and print communication materials.

SKILLS & INTERESTS

Tools	Adobe Suite (Photoshop, Illustrator, Adobe XD), Figma
Technical Skills	Conceptualization, Typography, Digital marketing, Layout, and Branding, Python
Interests	Project Management

WORK EXPERIENCE

Tackle Hub <i>Graphics Designer</i>	Accra, Ghana Jun 2021 - Oct 2023
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- Worked closely with the development team to create a visually appealing user interface, resulting in an average rating of 4.5 stars on both iOS and Android app stores.
- Designed all marketing materials, including social media ads and email campaigns, which led to an increase in daily reach on social media.

Ghana Communication Technology University - GCTU <i>Creative Designer</i>	Tesano, Ghana Feb 2021 - Aug 2021
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- Utilized Adobe Creative Suite to design eye-catching email newsletters that boosted open rates by 50%.
- Conceptualized and executed the redesign of campus magazine layout, resulting in a 40% increase in readership within the first quarter.
- Developed innovative billboard concept for outstation campuses, resulting in a 40% increase in student engagement and enrollment.

Godropping <i>Creative Designer</i>	Accra, Ghana Jun 2022 - Aug 2022
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- Collaborated with marketing and sales teams to ensure that the cards reflected the company's brand identity.
- Collaborated with marketing team to design visually appealing graphics for email campaigns, contributing to a 20% increase in click-through rates.

PROJECT EXPERIENCE

Blackstar line Festival <i>Technical (Security Team)</i>	Accra, Ghana Jan 2023 - Feb 2023
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- Collaborated with cross-functional teams to execute the security plan's implementation, including training sessions for all staff resulting in 95% compliance with recommended safety measures.

- Developed a comprehensive security plan for on-ground personnel deployment, incorporating data-driven risk assessment and threat analysis resulting in a 30% reduction in potential security breaches.

Virtual Assistance

Accra, Ghana

Personal Project

Aug 2023

- A virtual assistant that can ask questions and search for video on YouTube. Search for information through Wikipedia.

EDUCATION

Ghana Communication Technology University

Accra, Ghana

BSc Information Technology

Sep 2023