

## PROFESSIONAL SUMMARY

Creative and detail-oriented **Brand & Digital Designer** with 5+ years of hands-on experience crafting compelling visual identities, websites, motion content, and strategic design assets for high-impact organisations. Proficient in **Figma, Canva, Webflow, Adobe Premiere Pro**, and **CMS tools**, with a track record of leading end-to-end design execution across print, digital, and video. Passionate about human-centered design, brand storytelling, and inclusive innovation. Ready to contribute to Foundervine's mission of making innovation accessible to everyone.

## PROFESSIONAL EXPERIENCE

### Freelance Brand & Digital Designer

Remote | Jan 2021 – Present

- Led brand development for 10+ startups and non-profits across the UK, Ghana, and the US.
- Created logo systems, pitch decks, recruitment packs, and launch campaigns that increased client brand recognition by up to **70%**.
- Designed and managed websites using **Webflow** and **Figma**, improving client UX and conversion rates by **30%**.
- Produced 20+ branded video reels using **Premiere Pro** and **Canva Pro** for events, testimonials, and motion storytelling.

### Visual Design Consultant – KENTech

Accra, Ghana (Hybrid) | Aug 2019 – Dec 2020

- Co-led the rebranding and digital transformation of a regional innovation hub; developed a cohesive brand book, web layout, and promotional materials.
- Built templates for workshops, founder bootcamps, and pitch decks used by 100+ programme participants.
- Maintained a central library of digital assets using **Notion + Google Drive**, ensuring consistent team access.
- Collaborated with content writers to turn written insights into infographics, social carousels, and brochures.

### Junior UX/UI & Brand Designer – Cyteract GmbH

Remote | Jan 2018 – Jul 2019

- Supported web app redesigns, translating research insights into wireframes, prototypes, and visual UI using **Figma**.
- Created high-performing social media campaigns and email templates that grew engagement by **45%** over six months.
- Participated in bi-weekly design sprints and stakeholder updates. Delivered on-brand visuals across all platforms.

## DESIGN TOOLS & SKILLS

- **Design Tools:** Figma, Canva Pro, Adobe Premiere Pro, Adobe Rush, Adobe Illustrator, Photoshop
- **Web & CMS:** HTML, CSS, JavaScript, Webflow, WordPress, Wix
- **Motion Design:** Premiere Pro, After Effects (basic)
- **Prototyping & UX:** Figma, InVision, Balsamiq
- **Project Tools:** Notion, Trello, Google Workspace, Slack
- **Soft Skills:** Brand Strategy, Visual Storytelling, UX Design, SEO Basics, Cross-functional Collaboration

## EDUCATION & CERTIFICATIONS

### Diploma in Business Computing

GI-KACE | 2020 – 2023

### Certifications:

- Google UX Design    - Canva