Ama Serwaa Darko

Graphic Designer: Brand & Digital

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PROFESSIONAL SUMMARY

Graphic designer with 5 years creating brand identities, packaging and digital campaigns for 40+ clients in food, fashion and fintech. Turns briefs into clear, memorable designs that lift engagement and sales.

WORK EXPERIENCE

Senior Graphic Designer Feb 2022 – Present

Kente Creative Studio (fictional), Accra

- Led rebrands for 12 clients, including logos, packaging and brand guidelines
- Designed a juice packaging range that helped a client enter 3 supermarket chains
- Create weekly social media assets; engagement up 60% for the studio's top account
- Mentor 2 junior designers

Graphic Designer Jan 2020 – Jan 2022

Osu Print House, Accra

- Designed flyers, banners and event branding for 100+ print jobs

EDUCATION

BA Graphic Design 2015 – 2019

Kwame Nkrumah University of Science and Technology

CONTACT

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SKILLS

- Photoshop
- Illustrator
- InDesign
- Figma
- Brand identity
- Packaging
- After Effects
- Typography

LANGUAGES

English (Fluent)

Twi (Native)