



KWAME A. FRIMPONG.

GRAPHIC DESIGN | SOCIAL MEDIA | MOTION GRAPHICS | WEB DEVELOPMENT | VIDEO EDITING
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ABOUT ME

Versatile Graphic Designer & Multimedia Creative with 20+ years of experience delivering static and motion graphic content, brand systems, and high-impact visual storytelling. I have proven ability to design across digital and print touchpoints, build scalable design systems and asset toolkits, and lead creative production in fast-paced environments. Deep expertise in Adobe Creative Suite, CorelDRAW, video editing, and animation, combined with strong collaboration across marketing, operations, and leadership teams. I'm passionate about telling stories using creative graphic elements and creating engaging content that resonates with both youth audiences and those more advanced in years.

EDUCATION

University of Ghana Business School

Master of Arts in Organizational Leadership & Governance

July 2017

University of Science and Technology

Bachelor of Science in Planning

May 2008

CORE SKILLS

- Social Media Design & Content Creation (Instagram, TikTok, YouTube, Facebook, X)
- Motion Graphics & Video Editing (After Effects, Premiere Pro, Canva, Voice Over)
- Adobe Creative Suite (Photoshop, Illustrator, InDesign)
- CorelDRAW | Canva | Figma
- Brand Identity & Visual Systems
- Design Systems & Asset Toolkit Development
- Print and Merch Design (Event Collateral, One-Sheets, Flyers, Plaques etc.)
- Storytelling Through Design
- Creative Direction & Team Leadership
- Cross-Functional Collaboration
- Fast-Paced Production Workflows
- UI/UX & Web Design / HTML and WordPress
- Digital Marketing & Campaign Design

PROFESSIONAL EXPERIENCE

AS Mani Technologies | Creative Director
2025

June 2023 – April

- Led end-to-end creative direction, managing a team of 15+ designers producing high-volume digital and print assets
- Developed creative campaigns to drive engagement and brand visibility on social media
- Designed and implemented scalable design systems and templates for marketing and operations
- Produced motion graphics and video content for digital campaigns and platform engagement
- Directed the design and launch an online Digital Out-of-Home (DOOH) advertising platform, integrating visual storytelling across physical and digital spaces
- Collaborated with cross-functional stakeholders to translate business goals into compelling visual outputs

Tri-Neaty Multimedia | Graphic Designer & Web Developer
2023

March 2010 – June

- Created branding, social media content, and marketing assets for diverse clients
- Delivered print-ready materials including one-sheets, brochures, and promotional collateral
- Built custom brand kits and templates to streamline content production for clients
- Produced video and motion graphics content to increase audience engagement
- Led client collaboration from concept to execution, ensuring alignment with brand storytelling
- Developed UI and UX solutions
- Social media management services

The Apostolic Church – Ghana | Multimedia Department Team Lead

Dec 2008 – April 2025

- Served on different committees including acting as head of content development for the church's television station
- Directed a 60-member multimedia team delivering high-volume content across social, live events, and television broadcast
- Designed and produced graphics, video content, and motion assets for live event and television audiences
- Built and maintained design frameworks and content systems for consistent brand execution
- Played a key role in launching first TV station, overseeing visual identity and content production
- Collaborated with leadership, communications, and operations teams to execute high-impact events, and marketing campaigns

ADDITIONAL EXPERIENCE

Charter Communications (Spectrum) — Residential Sales Specialist (Oct 2025– Jan 2026)

- Used CRM tools and customer insights to improve engagement and conversion strategies

Development Consultant (Tetty & Associates, SNV Netherland Devt Corp, Others) — Strategy & Communications (2013–2019)

- Events branding and merchandizing, developed communication materials, reports, and stakeholder-facing content

CERTIFICATION

- Diploma in Social Media Strategy (2021)
- Online Marketing & Advertising Certification (2021)
- Professional Certificate in Post Production – Design FX (2019)