

Kwame A. Frimpong

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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

July 2017

Master of Arts in Organizational Leadership & Governance

University of Science and Technology

May 2008

Bachelor of Science in Planning

CORE SKILLS

- Adobe Creative Suite (Photoshop, Illustrator, InDesign)
- CorelDRAW | Canva
- Video Editing & Motion Graphics (Premiere Pro, Canva, After Effects, Voice Over)
- Social Media Design & Content Creation (Instagram, TikTok, YouTube, Facebook, X)
- 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
- Web Design / HTML and WordPress
- Digital Marketing & Campaign Design
- Ai Prompt Engineering and Content Creation (ChatGPT, Fal Ai, Nano Banana, Kling 3.0, etc)

PROFESSIONAL EXPERIENCE

The Apostolic Church Int'l USA (Dallas) | *Multimedia Personnel* **January 2026 – Date**

- Designing and producing creative visual content for print, digital, and social media platforms.
- Developing branding materials, including logos, marketing collateral, and promotional assets.
- Creating and editing multimedia content, including videos and motion graphics
- Collaborating with church leadership to deliver impactful campaigns and visual storytelling.
- Managing multiple design projects simultaneously, ensuring timely delivery and adherence to brand standards.
- Leveraging AI-powered design and content creation tools, utilizing effective prompt engineering techniques to generate graphics, marketing content, multimedia assets, and creative concepts efficiently.

AS Mani Technologies | *Creative Director* **June 2023 – April 2025**

- 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* **March 2010 – June 2023**

- 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
- Maintained accurate records of leads, appointments, and sales activities using CRM systems.
- Collaborated with team members to achieve territory performance goals.
- Managed sales materials and maintained organized work processes.

Kool Runnings LLC – California | Amazon Delivery Associate | Aug 2025 – Sep 2025

- Loaded, organized, transported, and delivered packages while meeting productivity standards.
- Handled packages of varying sizes and weights throughout daily shifts.
- Followed company safety procedures and delivery protocols.

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

PROFESSIONAL COURSES & CERTIFICATION

- Diploma in Social Media Strategy (2021)
- Online Marketing & Advertising Certification (2021)
- Professional Certificate in Post Production – Design FX (2019)
- Ai Creator Course (Effective prompting, Video & Image generation editing) –2026