

KWAME AMPONSAH

UX/UI DESIGNER/ VISUAL DESIGNER

A designer passionate about creating better user experiences through aesthetics and problem-solving.

Authorized to work in the US for any employer

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Portfolio: <http://easykay.net>

WORK EXPERIENCE

ELON UNIVERSITY

UX/ UI DESIGNER/ WEB DEVELOPER | 2019 – 2021

- Lead web developer on a project in Longo Mai - Costa Rica. Collaborated with a team of designers, photographers, and videographers to create a web presence to culturally illustrate the story of the natives in Longo Mai.
- Created User Interface designs and prototype concepts using tools like Figma Sketch and Adobe XD
- Utilized HTML/CSS and Bootstrap 5 to develop a custom Wordpress website to improve user experience for the marketing campaign to tell the story of the people in Longo Mai.
- Created an award-winning website that came first in a category three of the AEJMC's Best of the Web/Best of Digital competition 2020
- Was also part of the team that developed the "City Bike", a mobile app to help students to rent bicycle on campus
- Designed and implemented usability testing leveraging tools and frameworks such as A/B testing, eye-tracking.

EXTREME DESIGNS

UX/ UI DESIGNER | 2016 – 2019

- Designed and validated workflows and interfaces through iterations where I collaborated with developer teams & managed a wide variety of cross-media projects involving branding, illustrations & UI design.
- Developed Mockups and design specifications using HTML, CSS3, and JavaScript for public and private sector clients.
- Conducted several user interviews and market research to ensure product design meets targeted users' needs and improve the effectiveness of products.

EASY PRINTZ

INTERACTION DESIGNER | 2014 – 2016

As part of the innovation team, my Interaction Designer position faced a lot of complex challenges that I've had to resolve.

- Did some front end programming (HTML, CSS, JavaScript) to build an actual web-based prototype.
- Created wireframes, user flows, and designs for small to large-scale websites from start to finish to be interactive and user-friendly.
- Worked on animations and the interaction design of UI elements for web graphics support using CSS and GSAP

CAREER BLUEPRINT

VISUAL DESIGNER | 2010 – 2014

Worked closely with Design Director and Strategy Team to create the visual solutions for Private firms including graphic design, web, storyboard, and copy. I also generated and pitched campaign concepts for launches and retail business.

- Assisted the Creative Director and created ideas and animated effects for visual identity projects where I created and apply design strategies across branding and product design. I was also in charge of refining design directions and finalize design details.
- Worked cross-functionally to design Products & Pricing page tool, incorporating research and coding fully functional prototypes for testing.

EDUCATION

ELON UNIVERSITY, ELON - NC

MASTER OF ARTS IN INTERACTIVE MEDIA
2019 - 2020

KWAME NKRUMAH UNIVERSITY
OF SCIENCE & TECHNOLOGY

BA COMMUNICATION DESIGN
2005 - 2009

SKILLS

INTERACTION DESIGN VISUAL DESIGN

CAMPAIGN + BRANDING

FRONT-END DEVELOPER (HTML/CSS/

JAVASCRIPT/ PHP)

MOTION GRAPHICS

PHOTOGRAPHY/ VIDEOGRAPHY

SOFT

FIGMA

SKETCH

INVISION

BASALMIQ

ADOBE XD

AXURE

XCODE

MATERIAL UI

ADOBE CREATIVE SUITE - ADOBE PHOTOSHOP

ADOBE ILLUSTRATOR, ADOBE AFTER EFFECTS

ADOBE LIGHTROOM, ADOBE INDESIGN

ADOBE PREMIERE ADOBE DREAMWEAVER

MICROSOFT OFFICE SUITE

HARD

INFORMATION ARCHITECTURE

INTERACTION AND UI DESIGN

PERSONA DEVELOPMENT

SCENARIO CREATION

USER RESEARCH

STORYBOARDING

CARD SORTING

DESIGN SPRINTS

SKETCHING

WIREFRAMING

PROTOTYPING

JOURNEY MAPS

SURVEY DESIGN

USER TESTING