



Nana Freduah

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CAREER SUMMARY

Creative professional with over seven years of experience in graphic design, advertising, developing visual branding and marketing strategies. Expertise in directing a company's visual branding and ensuring the creative team achieves set goals. Skilled in page layout, typesetting, photography, and Adobe Creative Suite, including Cinema 4D and Microsoft applications. Adept at working in a collaborative environment. Detail-oriented and able to generate original ideas for project implementation. Proven capability meet project deadlines while achieving the highest quality finished product.

KEY SKILLS

Brand Identity

Logo Design
Branding
Brand Mechanizing
Package Design

Print

Press Advertising
Brochures and Newsletters
Posters and Banners
Outdoor and Billboards

Web & Multimedia

Web Design
Web Development
Interface Design
User Interaction Design

TECHNICAL PROFICIENCIES

- Adobe Creative Suite CC 2016: Adobe After Effects, Photoshop, InDesign, Illustrator, Dreamweaver
- HTML5, CSS3, WordPress,
- Storyline, Articulate, Cinema4D, Photography,

EXPERIENCE

Senior Designer
Protect-A-Bed

2015 – Present
Wheeling, IL

- Developing marketing communication ideas into actionable creative solutions for print, web, mobile and digital media.
- Collaborating one-on-one with product develop manager to conceptualize design ideas for developing product design from 3 dimensional into final product
- Developing business leads and participating in pitch meetings and strategy
- Crafting scalable creative design solutions for product range and online communications.

Art Director / Senior Designer
Fresh Design Studio

2014 – 2015
Chicago, IL

- Provided creative ideas and strategy based on project brief and project scope and understood client's feedback and communicated effectively to rest of the team
- Communicated with client to obtain design feedback and made updates accordingly
- Developed new websites using the best practice and met all client requirements and produced website design and UI/UX design according to project requirement
- Attended networking events with team members to promote new business development



- Graphic Designer 2013 – 2014
Grace Printing & Mailing Chicago, IL
- Developed ideas and concepts for successful brand campaigns. That included: brand identity and logo design, designing of marketing collaterals such as: business cards, brochures, flyers, posters, postcards, outdoor banners, billboards and print adverts.
 - Had meetings with clients to discuss projects timelines, cost and budget, dealt with vendors for pricing, quality control in the press and created quotes for clients.

- Designer - User Experience 2011 – 2013
Fresh Design Studio Chicago, IL
- Created website landing pages, frontend web design, email blast and optimized web layout for mobile application.
 - Created and designed marketing materials for promotions and advertisement to help increase client market share.
 - Implemented creative communication designs from concept through to completion by designing logos, website pages, coding with HTML/CSS and print work to achieve the desired outcome.
 - Generated creative strategies for campaigns for brands that needed to rebrand.
 - Managed and mentored internship designers by creating a creative development process which help to enhance the skills and ability of the interns.

- Designer / Studio Manager 2009 – 2011
Digicraft Company Limited Accra, Ghana
- Supervised members of the design studio by creating weekly schedules, studio reports, distributing jobs amongst design team members and directed design work before final production to eliminate errors and enhance efficiency in the creative studio.
 - Created and designed print adverts for newspapers and magazines as well as BTLs (below-the-line) advertising materials such as office branding, billboards, banners, t-shirts, mugs, danglers, pendants, key rings, rollup banners and direct mail.
 - Developed ideas for product or service launch for brands by creating and designing promotional pieces for event branding.

EDUCATION

Bachelor of Fine Arts in Visual Communication 2014
American InterContinental University Schaumburg, IL

- Specialization: Web Design
- GPA 3.78
- Key Achievements
 - *Winner of Visual Design Club Logo Contest, 2012*
 - *Dean's List, 2012 - 2014*

Bachelor of Business Administration 2011
Methodist University College Accra, Ghana

- Specialization: Marketing