

BENJAMIN FRIMPONG CUDJOE

Visual Designer

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Background

A brand and visual designer, web and UI designer, and front-end web developer with years of experience crafting seamless user experiences across digital and brand platforms. I focus on user-centered digital design, strong visual communication, and front-end execution. I have delivered work for platforms with large user bases, supported brand and product teams, and handled end-to-end design tasks from concept to launch. My goal is to create clean, effective, and scalable design solutions while continuing to grow in UX and product design.

LinkedIn

<https://www.linkedin.com/in/bfcudjoe>

Portfolio

<https://bencudjoe.com/>

Education

DIPLOMA | PRESENT | UX DESIGN INSTITUTE

User Research, User Experience Design, User Interface Design.

DEGREE | PRESENT | AFRICAN UNIVERSITY OF COMMUNICATIONS AND BUSINESS

Visual and Digital Communication.

CERTIFICATE | 2018 | GOOGLE AFRICA SCHOLARSHIP (UDACITY)

Front End Web Development.

PROFESSIONAL DIPLOMA | 2014-2015 | IPMC

Graphic Design, Web Design.

WASSCE | 2006-2009 | TAKORADI SENIOR HIGH SCHOOL

General Knowledge in Art, Graphic Design, Picture Making, and Textiles.

Experience

BRAND/VISUAL DESIGNER - Remote

Enverus | United States | October 2022 – Present

- Built a learning and development platform for customer training and certification with over 34,700 active enrolled learners.
- Designing and building brand assets for digital and physical use, such as ads, videos, newsletters, e-books, slide decks, event materials, etc.
- Build and maintain custom pages using HTML/CSS/JavaScript on CMS platforms such as WordPress, Salesforce Pardot, and Thought Industries' enterprise learning platform.

VISUAL DESIGNER (UI/UX) - Remote

ALX Africa (The ROOM) | South Africa | March 2022 – March 2023

- Designed various visual elements such as logos, brochures, posters, social media graphics, and other marketing materials.

- Crafted visual identities for sub-brands, establishing their distinct and cohesive visual representation.
- Designed infographics and other visuals with program data and statistics for decks.
- Designed programs, landing pages, and newsletters using Figma and WordPress.

VISUAL DESIGNER (UI/UX) - Remote

rtCamp | India | 2021 – 2022

- Created a comprehensive illustration library that serves as a visual resource for the entire company, ensuring consistent and cohesive brand representation.
- Oversaw end-to-end client projects from the initial brief to successful project launch.
- Engaged in client communication to grasp their needs, offer updates on progress, and seamlessly integrate their feedback into the design.

SENIOR GRAPHIC DESIGNER, FRONTEND WEB DEVELOPER

GhanaWeb | Ghana | 2015 - 2021

- Provided design and front-end web development support and maintenance for GhanaWeb, an online news portal with over 5M visits and 90M pageviews monthly.
- Created and maintained web pages using HTML/CSS/JavaScript, ensuring they are user-friendly and responsive.
- Conducted debugging to identify and fix any design-related issues or inconsistencies.
- Resolved HTML/CSS errors and browser compatibility issues across 4 major news portal websites.
- Ensured websites are responsive on different devices.
- Provided supervision and guidance to other designers and devs, ensuring their work aligns effectively with the brand's identity and objectives.

Skill Set

Identity branding, Print design, Image retouching, Illustration, Marketing/advertising design, UI/UX design, Wireframing and prototyping, Responsive web design, Cross-browser compatibility, and AI for design.

Software & Technology

Photoshop, Illustrator, In-Design, Adobe XD, After Effects, Premiere Pro, Figma, HTML5, CSS3, jQuery, WordPress, Thought Industries LMS, Lead pages, HubSpot, Bootstrap, Microsoft Office Suite, Google Suite.