



# Emmanuel Appiah

CURRICULUM VITAE



## CONTACT

Address:  
Post Office Box 214, Sunyani - Ghana

Mobile:  
+233(0)246448967/+233(0)500995553

Email:  
dynappiah@gmail.com

Gender:  
Male

Languages Spoken:  
English, Fante and Twi



## SKILLS

**Adobe** Illustrator | Photoshop  
Illustrator | After Effects | Indesign | XD  
Cinema 4D | Microsoft | Photography  
Sports (Handball)  
Driving | Swimming  
Painting & Illustration  
Volunteering  
Leadership | Mentoring



## REFERENCE

• **PROF. DANIEL AGYAPONG**  
Professor in Finance and Entrepreneurship  
Head, Department of Marketing and Supply Chain  
Management  
School of Business, University of Cape Coast,  
Cape Coast, Ghana  
Tel: +233 24 6168010  
Email: dagyapong@ucc.edu.gh

• **NANA ASEMPA KURANCHIE**  
AI & Creative Manager  
BTL Africa, 31 Archer Street, Abelemkpe,  
Accra, Ghana  
Tel: +233 54 3560648  
Email: akuranchie@btlafrica.com

• **FELIX YIRDONG**  
Clinical Health Psychologist and Teaching Associate,  
School of Medical Sciences, University of Cape  
Coast, Cape Coast, Ghana  
Tel: +1 (929) 405-5750/+233 24 256 7112  
Email: fyirdong@ucc.edu.gh



## CARRIER OBJECTIVE

To be a problem-solving designer who always put smiles on the face of my target group using my skillset, hard work, teamwork, abilities and personal attributes to contribute and execute designs which would impact the environment, institutions, organizations and corporations within and outside Ghana.



## ACADEMIC QUALIFICATION

**Kwame Nkrumah  
University of  
Science and  
Technology,  
Kumasi, Ghana**

**MSc. Marketing**  
2021 - 2023

**Kwame Nkrumah  
University of  
Science and  
Technology,  
Kumasi, Ghana**

**B.A. Communication Design**  
2013 - 2017

Courses Studied were Advertising Design, Typography, Packaging Design, Rendering Technique, Photo Concept and Design, Graphic Design, Computer Graphics, Publication Design, Multimedia Graphics, and Basic Photography among others.

**Methodist Senior  
High School,  
Saltpond, Ghana**

**West Africa Senior School Certificate  
Examination (WASSCE)**  
**Visual Arts**  
2008 - 2012

I'm Here now!



And maaaaany more... :)

Emmanuel Appiah

## Work Experience

### GRAPHIC DESIGNER, TEACHING ASSISTANT & ASSISTANT EDITOR

School of Business, University of Cape Coast

September 2017 to August 2018

#### Responsibilities

- Designed and produced creative graphic content for the school's events.
- Worked on the School's publications using InDesign.
- Edited authors' articles in Microsoft Word before they were published.
- Helped with the preparation of the course materials, making sure that the handouts and presentations followed the curriculum.
- Assisted with administrative duties like scheduling student inquiries and maintaining records, which helped the department's academic operations run smoothly.

### GRAPHIC DESIGNER

Educational Resource and Network Limited

February 2019 to December 2020

#### Responsibilities

- Managed and supervised the day-to-day activities of the company.
- Schedule meetings with both existing and new clients on their projects.
- Render, edit, and design graphics in Photoshop.
- Design books and brochures in InDesign.
- Generate 3D designs in Cinema 4D.
- Create animations and video editing in After Effects for events.

### CREATIVE LEAD

Bright Hill Empowerment Initiative (NGO)

September 2019 to Date

#### Responsibilities

- Contribute and provide recommendations to the team members on developing creative content that will help young student entrepreneurs at the University of Cape Coast to promote their businesses.
- Use Adobe Illustrator to design the organization's logo and for their partners.
- Design posters, banners, pull-ups, and T-shirts in Photoshop for the website and social media platforms.
- Designed Application Instructions and reports for beneficiaries in the project in InDesign.

### CREATIVE EXECUTIVE

BTL Africa

December 2019 to May 2020

#### Responsibilities

- In charge of designing artworks/audiovisuals for the company's social media platforms.
- Joined the creative team to revamp the company's environment, based on the theme for the year (Upwards and Onwards).
- Played a significant role in working on graphic materials for the company's 2020 Strategy Session.
- Responsible for all creative materials for Puma Energy's 2020 Retail Conference and Awards.
- Generated a new Email Signature for all staff of the company.

## SENIOR ADMINISTRATIVE ASSISTANT (GRAPHIC DESIGN)

University of Energy and Natural Resources, Sunyani

February 2021 to Date

### Responsibilities

- In charge of creating graphic content (still and videos) for the University's activities, projects, and other offices' websites and social media pages. Assists in any administrative roles apart from the main role as the graphic designer.
- Developed innovative print materials that have drastically saved the University lots of money.
- Commissioned by the committee to redesign all the creative visual contents for the UENR STEM (Science, Technology, Engineering, and Mathematics) Festival during the 5th celebration on campus.
- Redesigned a standard letterhead and PowerPoint template for all the offices in the University.
- Designed email signatures for all Administrative and Teaching Staff as part of promoting the brand of the University.
- Redesigned the weekly and quarterly digital newsletters called "UENR THIS WEEK" and "THE TECHNOLOGIAN" which are circulated to all staff and students of the University via email and WhatsApp. And to design email newsletters for the university community.
- Commissioned to design the University's 10th Anniversary logo, cloth, and other related graphic materials for the occasion.
- Volunteer to assist the University's Student Representative Council to produce creative visual content for their social events, announcements, and on-campus projects.
- Mentoring six National Service Personnel on how to become a successful communication designer.

## Research

- Consumers' Perception with Brand Awareness and Brand Identity and: A Case Study of Coca-Cola and Pepsi in Kumasi, Ghana.
- Social Media Advertisements and Students' Buying Behaviour In Ghana: The Case of University of Energy and Natural Resources.

## Design Projects

- PUMA Energy Annual Awards, 2020
- Annual 2-Day Transformational Dialogue
- 5th UNOOSA Conference
- 5th STEM Festival
- University Congregations and Matriculations

## Voluntary Work

- SWITCH Africa Green Project
- Bright Hill Empowerment Initiative
- Greening UENR Fraternity
- Inspinest Foundation

## Unions/Associations

- Graphic Arts Students' Association
- Young African Leadership Initiative
- Senior Staff Association, Universities of Ghana

## Honouring Award

- Solomon Panford Award for Most Promising Staff