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Master of Fine Arts
Graphic Design
University of Illinois Chicago

02

Bachelor of Fine Arts
Graphic Design
The School of the Art Institute
of Chicago

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Bachelor of Art in the
History of Art
University of Illinois
of Chicago

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Adjunct Professor, Graphic Design and Interactive Media
College of Dupage

I teach several classes as part of the Graphic Design Department. We review the development of visual identity systems for organizations and corporations applied to print, web, and broadcast media. Additionally we focus on how organizations use identity design to express core values and impact consumer perceptions of brand. Students also learn user experience design for interactive environments through the exploration of user interface, user personas, sitemaps, wire framing, prototypes, and current trends and practices in the field.

17 – 18

Graphic Designer Manager
Breakthru Beverage Group

As the design team manager I led the content team design from concept to development through launch with the expectation to deliver on overall goals including driving awareness and revenue. Contributed to the overall brand creative direction and consistency by leading brand standards for the company across all artistic touch points including digital and experiential. I was responsible for the management of the design team including setting professional development paths and overall performance improvement. Additional responsibilities included: Testing digital design solutions to provide the best UX and brand engagement. Providing content solutions for partner affiliate brands that align with overall brand strategy and deliverables. Guiding project management of all design work for the internal team, agency partners and freelancers to ensure delivery of thoughtful and timely solutions.

09 – Current

Freelance Designer

Clients include
Pixar
McGuffin Creative
United Airlines
APICS
Bank of America Marathon
Whole Foods Market Midwest
Wilton Brand Inc.

18 – 20

Sr. Visual Designer
IMX Sears Digital

As the Sears homepage designer I am responsible for the concept, creation and testing of the homepage design. Through this work I contribute to the overall brand creative direction and consistency by leading brand standards for the company across all digital touch points. I am responsible for setting the direction for the web design and ensuring that this vision is cascaded through the rest of the site for a consistent look and feel. In addition I partner with the consumer team to translate product and planning needs into artistic, on brand, design solutions.

11 – 16

Graphic Designer Manager; Retail Experience Coordinator
Papyrus–Recycled Paper Greetings

As the design manager I led all design for consumer marketing programs including partnerships with Lollapalooza, NY Fashion Week, Taylor Swift and Sundance Film Festival. I was responsible for product design including the RPG envelopes and retail experience wayfinding. I managed a team of designers to support creative across the entire org in design as well as photo shoots, social media and even event support. I was also responsible for the overall creative budget and managed vendor relationships and timelines. As leader of retail experience I led in-store signage projects with partners ranging from Target to Whole Foods Market. I maintained the project database to ensure that each project was on time, on budget and communicated with client.

05 – 09

Senior Graphic Designer
Cintas Corp

As the senior designer I led a team of designers to work closely with the marketing team to complete various projects including catalogs, brochures and trade show materials with a focus on gaming, lodging and healthcare. As the designer I was responsible for all aspects of the projects from start to finish including, budget timeline checkpoints as well as photo direction when needed.