

SAMUEL FRIMPONG

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EXPERIENCE

South London and Maudsley NHS Foundation Trust Graphic Designer [2020-2024]

- Designed visual assets across print, web, and video, ensuring alignment with corporate branding.
- Created annual reports, presentations, and documents with a focus on clarity and visual appeal.
- Developed creative solutions for key campaigns and events, including South London Listens and staff recognition initiatives.
- Provided design consultancy and served as the main point of contact for branding and multimedia advice.
- Collaborated with stakeholders across departments to deliver high-quality projects on time.

Nettl of Clerkenwell Lead Creative [2018-2019]

- Oversaw studio operations, ensuring smooth workflows and consistent delivery of high-quality designs.
- Mentored junior designers, maintaining creative standards and fostering team development.
- Partnered with clients to deliver tailored branding, print, and web solutions that exceeded expectations.

Graphic Designer [2016-2018]

- Designed print and digital materials, including flyers, business cards, and corporate stationery.
- Built responsive WordPress websites, managing projects from concept to final delivery.
- Worked closely with clients and production teams to meet deadlines and project goals.

Apple Store Bromley Specialist [2012-2016]

- Delivered workshops and one-to-one sessions to educate customers on Apple products.
- Mentored colleagues and supported team performance through training and knowledge sharing.
- Provided technical solutions with clear, customer-focused communication.

Freelance

Graphic Designer [2013-2016]

- Created branding, websites, and promotional materials tailored to client needs.
- Delivered event content through a mix of digital design, photography, and videography.
- Built strong relationships by delivering high-quality work under tight deadlines.

I'm a versatile graphic designer with over 10 years of experience in print, digital design, branding, photography, and videography. I specialise in creating impactful visuals—from campaigns and annual reports to multimedia content—while ensuring brand consistency. With a strong track record of managing projects end-to-end and collaborating closely with teams, I'm eager to grow, develop, and use my design expertise to lead and deliver meaningful creative work.

EDUCATION

Coventry University [2010-2013]

BA [Hons] Illustration & Graphics – First Class

De Montfort University [2008-2009]

Foundation Diploma in Art & Design – Pass

KEY SKILLS

- **Creative Leadership:** Experience mentoring designers, leading projects, and elevating team performance.
- **Strategic Communication:** Translating complex ideas into clear, engaging visuals across platforms.
- **Project Management:** Skilled at juggling deadlines, stakeholders, and project lifecycles from concept to delivery.
- **Technical Expertise:** Proficient in Adobe Creative Suite, WordPress, video production, and photography.
- **Adaptability:** Continuously developing skills to stay ahead of industry trends and tools.

TECHNICAL SKILLS

- **Design Tools:** Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro, After Effects), Final Cut Pro, Figma.
- **Web Development:** WordPress, WooCommerce, HTML, CSS.
- **Multimedia:** Photography, Videography, and motion graphics.
- **Other Tools:** Microsoft Office 365 (Word, Excel, PowerPoint, Teams).

ACHIEVEMENTS

- **Brand Development:** Founded NeRD Central, a clothing brand that achieved international recognition.
- **Recognition:** Featured in The Voice Newspaper for my design process and creative achievements.
- **Exhibitions:** Selected for the Free Range graduate design exhibition and other creative showcases.
- **Web Design:** Designed bespoke websites across industries, securing repeat clients through quality work.