

SAMUEL FRIMPONG

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A highly creative and versatile graphic designer with over 10 years of experience in print, digital design, branding, photography, and videography. Skilled in producing impactful visuals across campaigns, reports, and multimedia content, with a focus on brand consistency ensuring attention to detail. Experience includes roles as the sole designer in a corporate communications team and as part of a creative agency team, managing projects end-to-end and collaborating with internal and external stakeholders. Dedicated to leveraging the latest design trends and tools to deliver innovative, high-quality solutions.

EXPERIENCE

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

- Worked as the sole graphic designer within an award winning communications team serving over 40,000 patients and over 7,000 members of staff.
- 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.
- Successfully handed over to external agency of design portfolio upon outsourcing of design work.

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]

- Worked as part of the design team to support over 70 client briefs ranging from print, web and social media.
- Designed print and digital materials, including flyers, business cards, and corporate stationery.
- Built responsive WordPress websites, managing projects from concept to final delivery.

Living Word Ministries

Volunteer Head of Media and Comms [2017-Present]

- Lead a team of 6 volunteers, managing sound, audiovisual production, and ensuring seamless delivery of live and recorded church services.
- Oversee the church's social media presence, developing content strategies to engage the congregation and expand outreach efforts.
- Serve as a trustee, contributing to strategic decision-making and supporting the church's mission and vision.

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.

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.

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:** HTML, CSS, WordPress, WooCommerce.
- **Multimedia:** Photography, Videography, and motion graphics.
- **Other Tools:** Microsoft Office 365 (Word, Excel, PowerPoint, Teams).

EDUCATION

Coventry University [2010-2013]

BA [Hons] Illustration & Graphics – First Class

De Montfort University [2008-2009]

Foundation Diploma in Art & Design – Pass