



# ANDY WILLIAMS

VISUAL COMMUNICATION DESIGNER



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[www.behance.net/AndyPortfolio](http://www.behance.net/AndyPortfolio)

## EXPERIENCE

### National Service Personnel

2021-2022

### KUMASI SENIOR HIGH TECHNICAL SCHOOL

Assisted the school's supplier in the daily procurement Activities of the school which included:

- Journal Entries of items
- Filling of documents
- Typing of documents
- Assisting students in tracking documents records.

### Visual Comms Designer

2018-Present

### PANTHERALEO CREATIVITY

• Establish and manage a freelance graphic design business that aims to assist companies in brand development.

• Spearhead visual identity including brand positioning, promotions, and digital marketing for different companies.

• Leverage rebranding expertise in enhancing client's corporate image to ensure profitability and business growth.

### Visual Comms Designer

2019-Present

### ADEHYIE TRAVEL CONSULT

• Conceptualize logo design, gif animations, videos, websites, and social media channels to promote product brands.

• Develop creative advertising content for various media, including catalogues, menus, business cards, flyers, posters, t-shirts, and product packaging while ensuring maximum brand awareness of target

## PROFILE

A highly resourceful Visual Communication designer with 4+ years of experience in Print Design, 1year of Motion and User Interface Design for a number of Small and Medium-sized Enterprises (SMEs). Instrumental in devising effective creative products, targeting the high satisfaction of clients, and making works and designs appealing to client's customers.

## EDUCATION

### Bachelors Degree

Business Administration: *Accounting*  
University of Education, Winneba

2017-2022

## EXPERTISE

- Adobe AfterEffects
- Microsoft Powerpoint
- Adobe Illustrator
- Adobe XD
- Adobe Photoshop
- Adobe InDesign

## HOBBIES

PHOTOGRAPHY | DESIGN & ART | MUSIC | FOOTBALL