



# Derrick Oduro

## UI/UX & GRAPHIC DESIGNER

### Education

#### UX/UI Associate Certificate

Emily Carr University  
September 2021 – April 2023

#### B.Des, Graphic Design

OCAD University  
September 2013 – April 2018

#### Software

Adobe Creative Suite (Photoshop, Illustrator, InDesign), Microsoft Office, Visual Studio Code, Marvel, Figma, Hootsuite, Google Docs, Google Analytics

#### Design

Working knowledge of web design (WordPress, SEO), coding (HTML, CSS, Javascript), and motion graphics

Demonstrates strong application in typography, colour, collateral marketing materials, signage, print, and interactive design

#### Research

Creating prototypes, user flows, and wireframes for app mockup layouts

### Skills / Tools

### Profile

An adaptive, visual learner who's objective is to join an inclusive and dynamic digital, or product design team. A company that leads with passion and community. One that values both individual and collaborative growth, strong leadership and EDP, and an environment that fosters diversity with work-life balance.

#### Founder, Art Director – DOMedia (Freelance)

Brampton, ON | April 2020 – Present

- Driving small businesses forward through brand strategy, storytelling, and graphic design; a multimedia hub for creatives and clients that offers an array of services

#### Creative Designer – The Printing House (TPH)

Mississauga, ON | May 2023 – August 2023

- Consulted with customers efficiently on design, layout, and making revisions as required to complete solutions with attention to details
- Engaged proficiently with latest software: Adobe Creative Suite, Acrobat Pro, PitStop, MS Office, Teams, Connect Fonts for productivity
- Preflighted digital print-ready files, offset, large format for output with knowledge of the Pantone Colour System, CMYK/RGB colour spaces
- Created new ideas for products that will elevate customer experience

#### Finishing & Fabrication Specialist

November 2022 – April 2023

- Analyzed work order specifications to prepare and execute projects from start to finish, packaged products shipped via courier to clients
- Maintained a sense of urgency for project completion deadlines by being attentive to machine capabilities, and required resources
- Operated machinery to trim, custom cut, book bind, laminate, and transform digital print into high-quality products that will exceed customer's expectations
- Inspected work and area to ensure accuracy, quality control and safety

#### Social Media & Marketing Manager – Benelux Tek Group Inc.

Mississauga, ON | August 2020 – September 2022

- Developed content creation and copywriting for brand awareness through digital assets such as image posts, carousels, short videos
- Assisted with eCommerce production and website layout using Shopify to display and market products/services to customers
- Coordinated communications across social media platforms (Instagram, Facebook, LinkedIn, TikTok) to organize/schedule content
- Communicated with marketing team to develop ongoing projects that compliment overall brand strategies for inputs/outputs

### Work Experience

## Certifications

Ability to sketch, storyboard, and edit videos to execute from concept to final

Ability to express and present ideas creatively using critical thinking; excellent communication skills (verbal and written)

### **Intermediate Provisional Member Registered Graphic Designers (RGD) Association**

June 2019 – Present

DEI Committee participant, So(cial)Good Award Winner, 2020

## Contact

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### **Photographer – Edge Imaging Inc.**

Burlington, ON | August 2021 – March 2022

- Photographed portraits of various subjects, both students and staff in schools within the Peel District Board region
- Traveled to different school locations daily to photograph independently or with a team
- Organized to set up/tear down professional photography equipment
- Communicated with school administrators, teachers, and students to ensure customer satisfaction and safety protocols are met

### **Production Coordinator – CV Studio Inc.**

Toronto, ON | March 2020 – December 2020

- Assisted in managing production/hands-on finishing (large format press operation, trimming, assembling prints, packing) in preparation for delivery to clients (Telus, Koodo, Adidas, Reebok, Sephora)
- Practiced the use of inventory and various courier software to generate shipping labels and tracking (Purolator, UPS, FedEx)
- Assisted with quality control to ensure all jobs meet appropriate standards and time

### **Junior Production Designer (Contract) – Region of Peel**

Brampton, ON | August 2019 – October 2019

- Designed projects thoroughly with adherence to ROP's brand identity and guidelines to ensure a cohesive design system throughout
- Collaborated with the Marketing Communications and Design team by creating production-ready files and projects for clients such as EarlyON
- Demonstrated drive and organization by prioritizing multiple assignment briefs to work from start to finish in a timely manner

### **Freelance Editorial Designer – Mediaplanet**

Toronto, ON | August 2018 – April 2019

- Aligned all design, print and digital campaign content to adhere to MP's global brand standards and integrity
- Created preliminary page layouts to visually ideate concepts for final, working alongside a Project Manager, and a Lead Designer
- Developed icons and graphic elements in Illustrator and Photoshop, proofread copy in Word to implement on InDesign

### **Art Intern – Contempo Media**

Toronto, ON | January 2018 – April 2018

- Created artwork and resized images in Photoshop for specific pages assigned by the Art Director for both Sharp & S/Magazine
- Designed page layouts with pre-set templates in InDesign through an accessible team shared folder for organization during production
- Researched by image sourcing content and edited copy for brands, products, and events to be featured in the magazine publications
- Developed presentation layouts for Sharp's social media page (Instagram) to grow their online presence