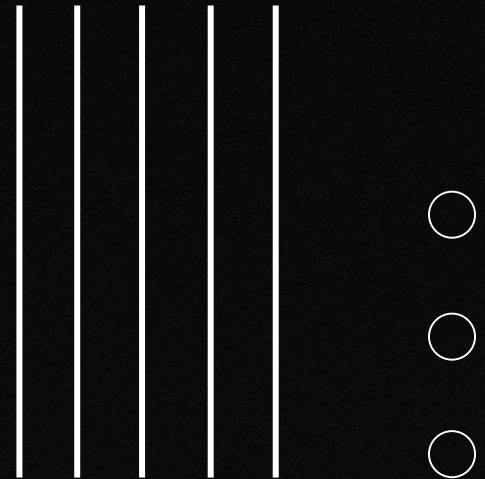


CREATIVE



# PORTFOLIO

Asebi  
BOFAH





# ABOUT ME

## My Philosophy

**Design with Purpose:** Every visual element should serve a strategic function, whether it's building trust, simplifying complexity, or inspiring action.

**Cultural Sensitivity:** Having worked with diverse communities—from African diaspora organizations to university students to industrial workers—I understand that authentic design requires deep cultural awareness and respect.

**Strategic Thinking:** My experience spans entrepreneurship, corporate communications, and brand development, giving me a unique perspective on how design decisions impact business outcomes.

## What Drives Me

I'm passionate about projects that matter—whether it's helping immigrant families understand financial systems, ensuring mining workers stay safe through clear visual communications, or helping local businesses build authentic connections with their communities. I believe in the power of collaboration, the importance of listening, and the magic that happens when creative vision meets strategic execution.

## Beyond Design

When I'm not designing, you'll find me exploring the intersection of faith and creativity, mentoring the youth or discovering new ways to use design as a tool for positive social impact.





# Branding & Identity Consultant | 2025 - present



Leading the comprehensive brand development for this artisanal dessert business from conception to market launch in Saratoga Springs, Utah.

I created a warm, approachable visual identity that captures the essence of "homemade goodness" while establishing professional credibility in the competitive dessert market.

The project encompasses a complete brand ecosystem including logo design, fully responsive website development, and cohesive marketing materials spanning business cards, menus, vinyl banners, table runners, and promotional flyers.

This ongoing partnership demonstrates my ability to build a brand from the ground up, creating touchpoints that help a local business connect authentically with customers seeking artisanal desserts for life's special moments.





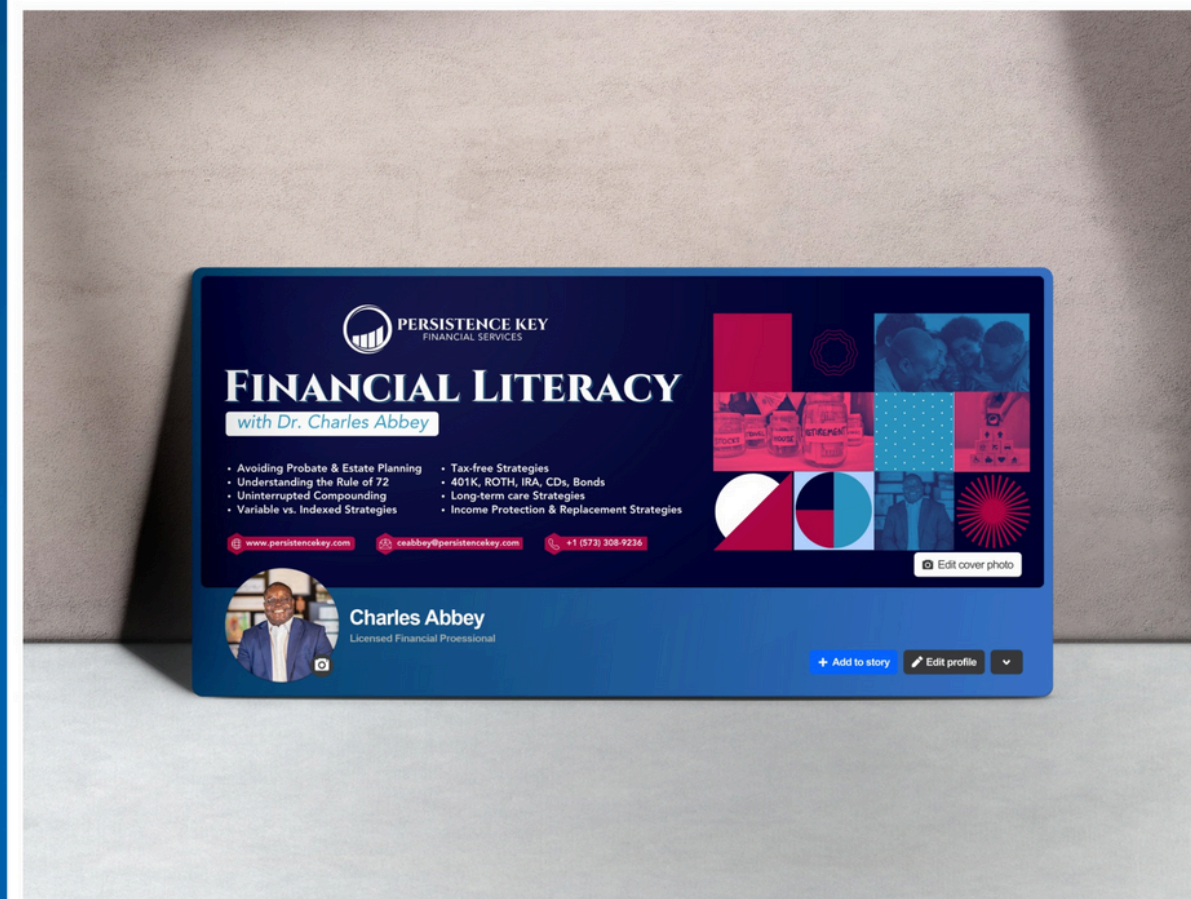


Partnering with this mission-driven financial services organization to create a comprehensive visual identity system that empowers African immigrants on their journey to financial success in America.

I developed a complete brand ecosystem including logo design, style guidelines, and marketing collateral that authentically reflects their commitment to breaking generational cycles of financial struggle within the diaspora community.

My deliverables span from corporate essentials like business cards and LinkedIn banners to educational presentation templates and branded apparel, all designed to build trust and accessibility around complex financial concepts. The visual identity balances professionalism with cultural sensitivity, ensuring the brand resonates with their target audience while establishing credibility in the competitive financial services sector.

This ongoing partnership allows me to contribute meaningfully to financial literacy initiatives that directly impact immigrant families' wealth-building potential.





## RioTinto | Kennecott

Led comprehensive strategic visual communications across Rio Tinto's major mining operations, leading communications for the Rio Tinto Safe Production Systems and managing digital content across the Kennecott Copper value chain in Utah.

I played a pivotal role in developing multiple websites to centralize information, serving both local and global employees with streamlined access to assets resources. I also designed and implemented safety signage and digital displays across four high-traffic plant sites.

Other key projects included creating the visual identity and communication materials for the Cost Leadership Journey initiative, developing family-friendly educational materials that simplified complex copper smelting processes, and collaborating with cross-functional teams to enhance frontline safety communications.

This role demonstrated my ability to translate complex industrial processes into clear, engaging visuals while maintaining strict brand standards across multiple channels and stakeholder groups in demanding operational environments





# Marketing & Communications Assistant | 2021 - 2022



Served as the primary graphic designer for the Student Involvement Department, creating engaging assets for a diverse campus community of 7,000+ students.

I developed comprehensive marketing materials for multiple student organizations including the Council of Graduate Studies, Society of Technical Communications, and African Students Association, utilizing Adobe Creative Suite and strategic digital platforms.

My integrated approach combining compelling visual design with data-driven communications strategy resulted in a 30% increase in social media engagement across Facebook and Instagram.

This role allowed me to master both creative execution and strategic thinking, producing everything from event flyers and campus murals to digital campaigns that significantly boosted student participation and organizational visibility.







Founded this faith-based apparel startup during my sophomore year, transforming a personal vision into a collaborative enterprise that grew to a 10-person team.

As Creative Director, I developed the complete brand identity inspired by John 1, creating designs that motivated youth and diverse communities

I spearheaded all visual communications while simultaneously managing funding acquisition, production partnerships, and comprehensive marketing strategies. This entrepreneurial venture allowed me to merge purpose-driven design with business acumen, creating inspiring t-shirt designs that resonated with customers seeking both style and substance.

The experience taught me to balance creative vision with practical execution, leading a diverse team to bring impactful apparel from concept to market.







As the sole communications designer for this innovative web development startup, I created comprehensive visual identity systems that brought their mission of "seamlessly connecting people, process and product" to life.

Working closely with the founding team, I developed cohesive branding across multiple touchpoints including mobile applications, website interfaces, and social media campaigns. My designs supported Infinixel's client-focused approach while establishing their distinctive visual presence in the competitive web solutions market.

This volunteer role allowed me to take full creative ownership of a growing company's visual communications, from initial concept development through final implementation across digital platforms.







# CONTACT ME

**Phone**

**+1 573 466 3482**

**Email**

**asebibofah@outlook.com**

**Website**

**www.asebibofah.com**

**Instagram**

**@asaybe**

*Ready to create something meaningful together? Let's talk about how strategic design can elevate your next project.*