

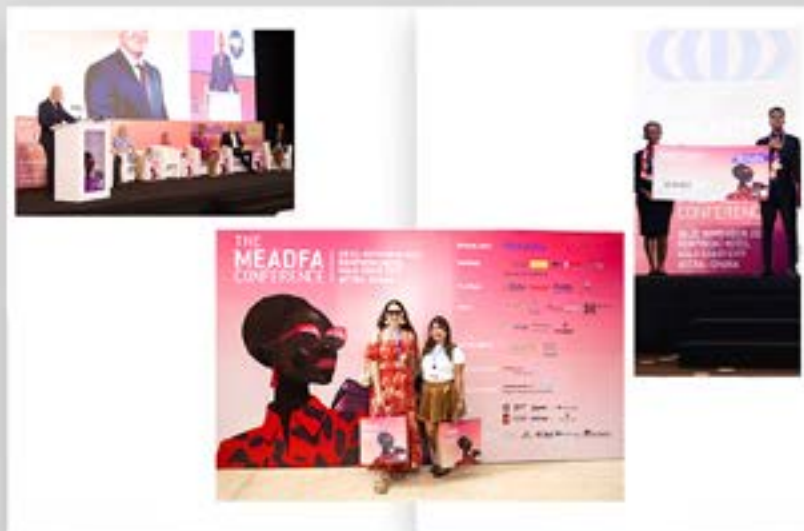
PORTFOLIO

ELIZABETH AGOWAH THOMPSON



MEADFA
CONFERENCE
GALLERY





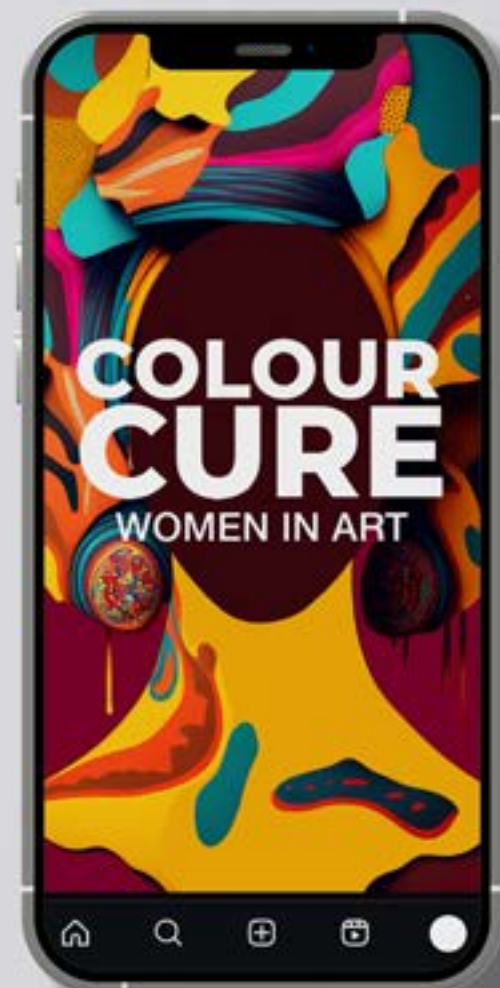
ROLE: BRANDING AND CREATIVE DESIGNER

MEADFA (Middle East & Africa Duty Free Association) Conference, 2023

Description: I designed all branding materials, including the stage, registration desk, backdrop, display stands, and promotional content for the conference. My goal was to ensure the visuals matched the event's theme, creating a polished and memorable experience for attendees.

Here is the link to the conference video.

https://www.youtube.com/watch?v=wyP_9lI7oRo&t=5s



ART AFRICA
EVENTS
GALLERY





ROLE: CREATIVE DESIGNER | CONTENT CREATOR | SOCIAL MEDIA STRATEGIST

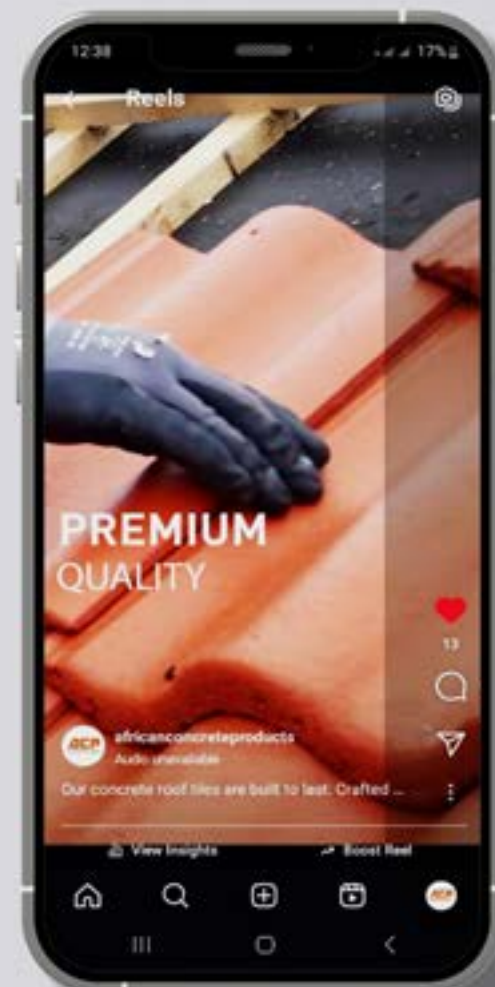
Art Africa Gallery, 2021-2024

Description: I managed branding and visibility for the gallery, both online and offline. I designed visuals, planned social media, created content, photographed artworks, and helped organize events like the Gallery Launch, the annual Colour Cure event (which raises funds for breast cancer patients every October), and artist exhibitions. My goal was to make events visually appealing and engaging, which boosted online engagement and increased attendance at Art Africa Gallery.

Here are links to the sample videos.

<https://www.instagram.com/reel/C0zLQT1CUPF/?igsh=MTF0Y2E5Y3Nwa3dobg==>

<https://www.instagram.com/reel/CyjWx6ks4Dj/?igsh=MXhhaXFwdXh3NjcwYg==>





ROLE: CREATIVE DESIGNER | SOCIAL MEDIA STRATEGIST | CONTENT CREATOR

Newstreet, 2023

African Concrete Product Ltd. (ACP), 2023-2024

Description: I managed creative design, social media, and video production to boost ACP's brand and the Newstreet property's premium appeal. For ACP, I created posts and videos highlighting their products and sustainability efforts, increasing visibility and engagement while strengthening their market presence. For Newstreet, I designed an upscale logo and ran a targeted social media campaign that showcased key property features, directly leading to the sale of two properties through social media. My work successfully blended branding and digital marketing to elevate both brands.

Here are links to the sample videos.

https://www.instagram.com/reel/C_i9ly0iPmR/?igsh=enIzZjFxaGx3eTNy

<https://www.instagram.com/reel/C0jwHy8CRpf/?igsh=eG8xNzhINWNsZWY0>

<https://www.instagram.com/reel/Cc8dT1KAtaQ/?igsh=N2N2cmInc2NicHAz>

CHOOSING AN ARTISAN

CHOOSING AN ARTISAN

BY LISA APPIAH-ELIAS



Good artisans are very skilled at their trade.

There are many artisans in the market. Getting the best to deliver quality service comes with experience.

Who is an artisan?

An artisan is someone that works with their hands to create unique, functional and/or decorative items using traditional techniques. Artisans are masters of their craft and create products such as clothes, toys, tools or furnishings. These artisanal techniques are learned through decades of trial and error and passed down within families and communities. Many artisans depend on resources from their nearby surroundings to create their items. In economic terms, an artisan is a small producer of goods who owns the production and makes a living from their trade.

Good artisans are very skilled at their trade. Also, a good artisan knows how to manage the resources made available for the project. There are many artisans in the market. Getting the best to deliver quality service comes with experience. You can tell an experienced artisan by the way they engage the client and the quality of their work.

One thing you should know is that you may not get the right artisan the first time. Be open to change and if the performance is satisfactory, you can engage the same artisan for the next project.

Here are a few guidelines to help you in choosing an artisan:

1. Know what you want before you start.

In choosing your artisan, it is important to have a general idea of what you are looking for. For example, if you are looking for your living room, a whole to come to a conclusion of design or space is what you need. While this may seem like a small step, it is a good idea to have the time to think before you engage an artisan.



Mandy-Lee



ESTHER



Atelier



CAMER 1 HOMES

ADVISORY BOARD MEMBERS

Esther Agye, CEO of the UK's largest interior design company, is the CEO of DecorSign and has over 30 years experience in construction, design and project management. She is a member of the Royal Society of Arts and a member of the Royal Society of Design.

She comes from a strong background in business and has been a member of the Royal Society of Arts for over 20 years. She is a member of the Royal Society of Design and a member of the Royal Society of Arts.

David Johnson, CEO of the UK's largest interior design company, is the CEO of DecorSign and has over 30 years experience in construction, design and project management. He is a member of the Royal Society of Arts and a member of the Royal Society of Design.

He comes from a strong background in business and has been a member of the Royal Society of Arts for over 20 years. He is a member of the Royal Society of Design and a member of the Royal Society of Arts.

Mr. Jonathan Smith is the CEO of the UK's largest interior design company, is the CEO of DecorSign and has over 30 years experience in construction, design and project management. He is a member of the Royal Society of Arts and a member of the Royal Society of Design.

He comes from a strong background in business and has been a member of the Royal Society of Arts for over 20 years. He is a member of the Royal Society of Design and a member of the Royal Society of Arts.

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ROLE: CREATIVE DESIGNER

General Assembly Conference (RCI), 2024

DecorSign Interior and Exteriors, 2023

Dream Magazine Africa, 2023

Description: I designed layouts for various publications, including the brochure for Dream Magazine's "Black Book" section, DecorSign's Interior and Exterior and Royalhouse Chapel International's General Assembly conference.

For **Dream Magazine's** "Black Book section", I designed the "Black Book" to showcase event vendors and ads in an elegant, organized way, receiving positive feedback from both vendors and advertisers. The design of the entire magazine was a collaboration with other graphic designers.

For **DecorSign**, I worked with a team of junior graphic designers to create the layout design, focusing on high-quality images, easy readability, and consistent design, resulting in strong feedback from readers and industry experts.

For **Royalhouse Chapel International's** General Assembly conference, I created a clean, engaging brochure that reflected the event's spiritual atmosphere, incorporating the church's branding.





ROLE: BRAND IDENTITY DESIGNER

Pagenta Group (BVI) Limited, 2022

Obeng-Sakyi & Company , 2021

Description: As a Brand Identity Designer, I developed professional logos and brand materials for Obeng-Sakyi & Company and Pagenta Group (BVI) Limited.

For **Obeng-Sakyi & Company**, I created a minimalist logo and branded collateral that conveyed trustworthiness and authority for their legal services.

For **Pagenta Group (BVI) Limited**, I designed a unique brand identity that reflected the company's values and vision, ensuring a strong and memorable visual presence. Both projects helped enhance the companies' reputations and establish a consistent, professional image.







ROLE: PACKAGE DESIGNER

Mass Industries, 2019-2024

Forewin Ghana, 2024

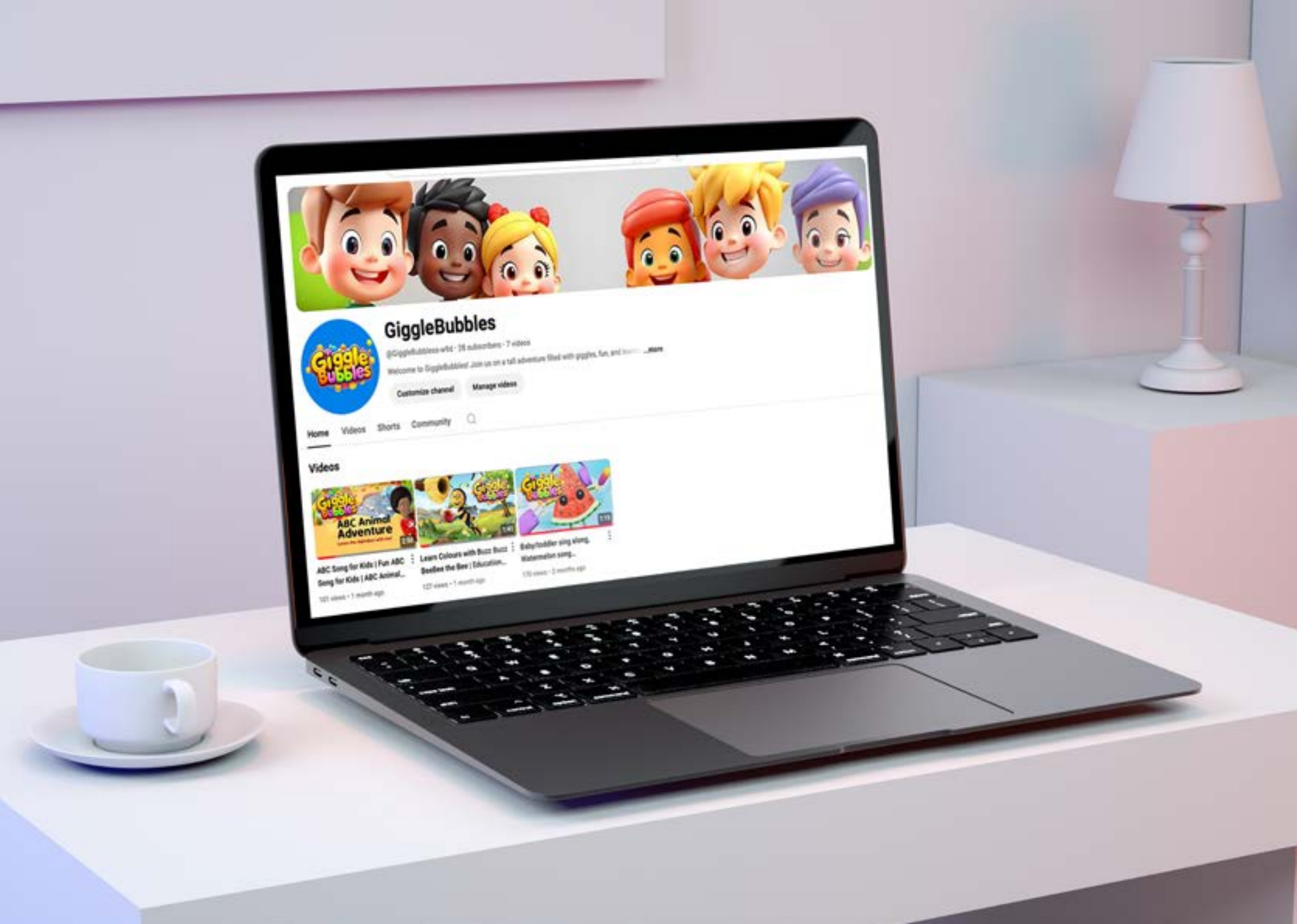
Ghandour Cosmetics Ltd 2012

Description: As a Package Designer, I pacaking

For **Mass Industries**, I designed the packaging for their biscuit brands, All Day and Bonita, aiming to create attractive and eye-catching designs that highlighted quality and flavour.

For **Forewin Ghana**, I designed a sophisticated and premium look wine package that will attract wine enthusiasts. The design process included choosing a colour palette and typography that conveyed elegance, while also meeting industry standards for wine labels.

For **Ghandour Cosmetics Ltd**, I designed their package design for their cosmetics and hair care products. I incorporated modern aesthetics with bold typography and vibrant colours to reflect the brand's identity and appeal to its target audience.



**ROLE: FOUNDER & CONTENT CREATOR, YOUTUBE KIDS LEARNING CHANNEL
GiggleBubbles 2024**

Description: I created a YouTube channel for kids to explore learning through AI and video. The channel features colourful characters and interactive adventures and focuses on interactive videos teaching the alphabet, numbers, and colours. It's designed to be both educational and entertaining for young children.

Here is the link to the channel.

<https://youtube.com/@gigglebubbles-w9d?si=MT3iEuGHRh-5RMkj>

THANK YOU