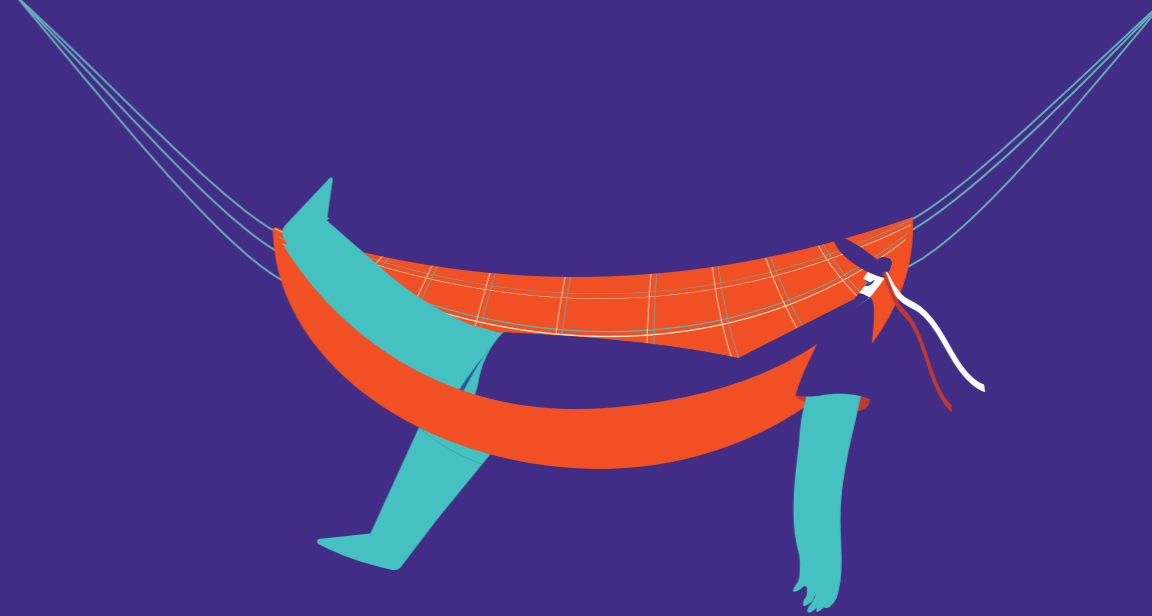




Portfolio

presentation

Bio



I am a creative designer with the proven ability of developing concepts into creative solutions within agreed timeline.
I am a team player and strive for client satisfaction my name is Stephen Baah
a KNUST graduate (Bachelor degree in arts)
communication design.



I met Baah when he was doing his national service with the company I was working with in 2017. He came in when the company was building it's design team because it didn't have one.

He was assigned to work with me as I managed the social media platform and I must say his first artwork blew the minds of everyone in the team. He, from that day, became the go-to guy for any out of the blue design ideas for the company such that his works were copied by other teams in other countries. Baah is a focus person and headstrong in a good way especially when he knows he's right and he always knows what he's about and always willing to learn new things. He's a fun guy, open-minded and I vibe with on the kind of music he likes. He's a badass, check him out.

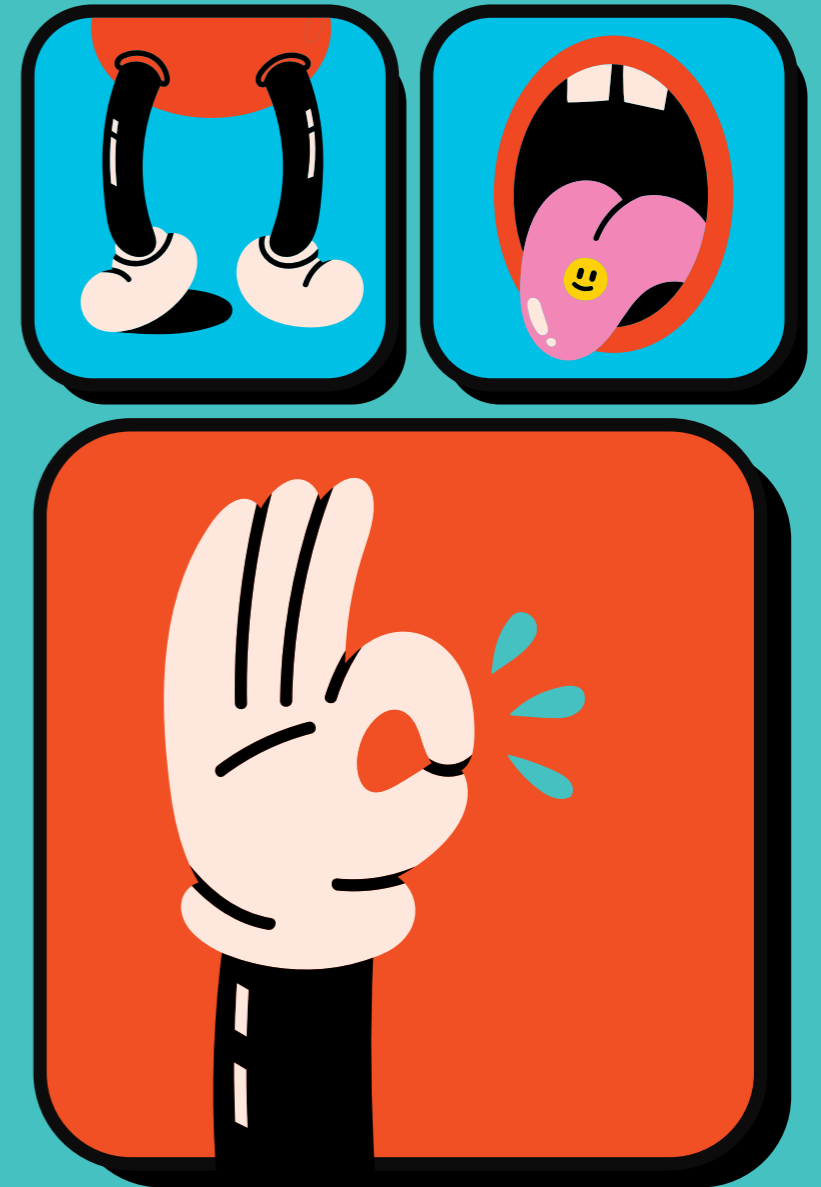
Christiana Ayisi

Testi monials

This indeed, highlights his selfless attitude as well as his adept time management skills and relentless drive to achieve professional excellence, which is evident in the consistent high Click-through-Rate (CTR), being achieved, a very important metric in digital marketing. On top of this, he is an excellent team player and very open to criticism regarding any design rendered. Indeed, working with Baah has been a rollercoaster and I believe he would bring a lot to your team if given the opportunity. I wish him all the very best in all his future undertaking.

CRM Manager

Sedor Duadze



Brand

Designs

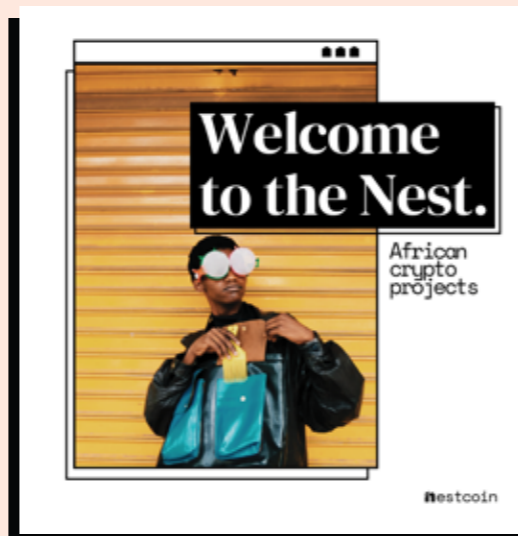


Nestcoin
is coming

April 4 - 20, 2022


BREACH | 





Welcome to the Nest.

African crypto projects





Our Nest is a sandbox

for African crypto projects



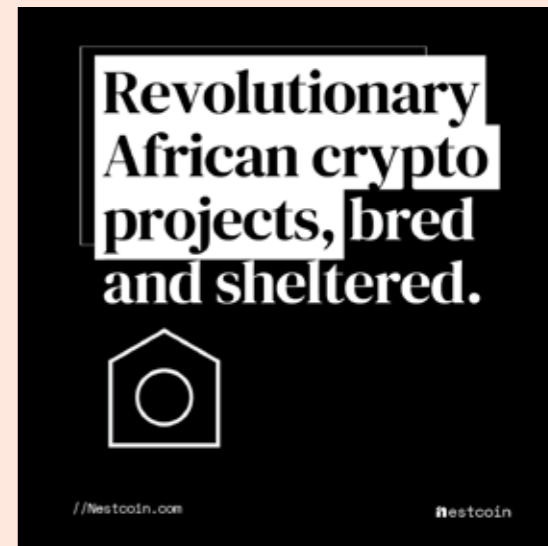
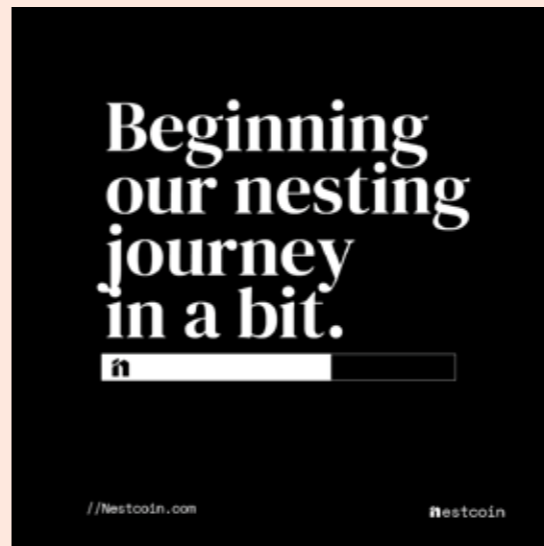
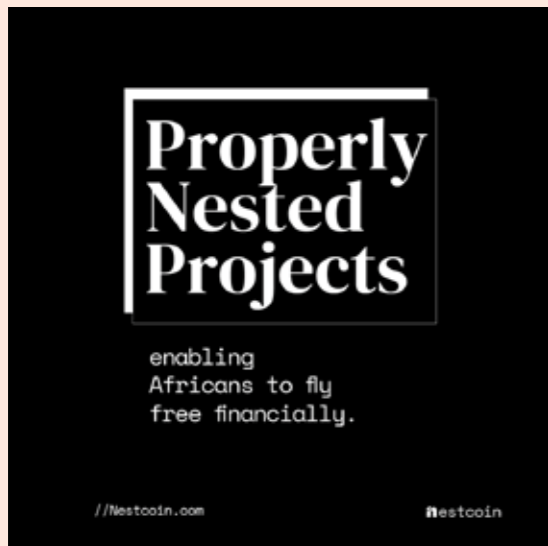


Exit the status quo with Us.



layout formats

Images captions



*layout
formats*

typographic post

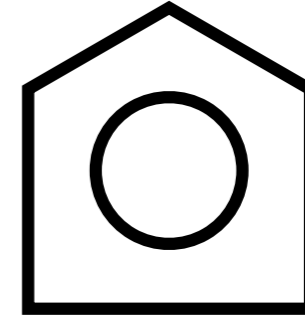
Typography

DM Serif
Display
Regular.

Primary font for headers,
captions & titles

012345
6789

A space created
to nurture &
support Africa's
growing crypto &
DeFi space.



Typography

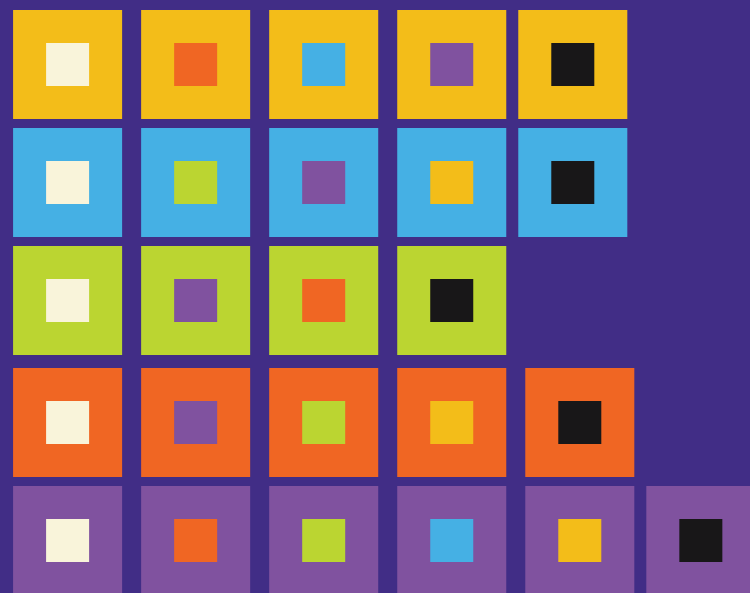
Lorem ipsum dolor sit amet, consectetur
adipiscing elit, sed diam nonummy nibh euismod
tincidunt ut laoreet dolore magna aliquam erat
volutpat. Ut wisi enim ad minim veniam,

regular
Space
Bold
Space

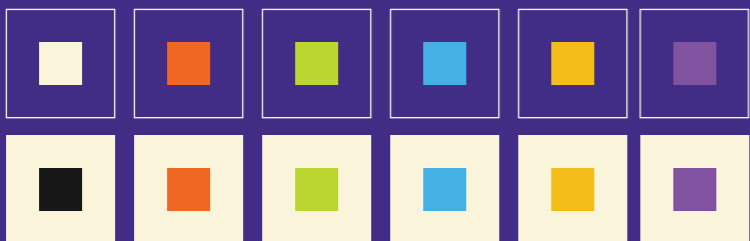
Mono
Mono

Secondary Font for
body text. It can
sometimes be used
for captions as well.

0123456789~!@#%&'*~!@#%&'*



Other
Elements



Main
Solid
Backgrounds

Color Combo Guide

BREACH

* *vector elements*



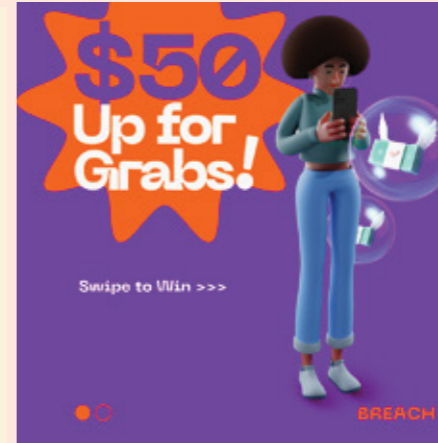
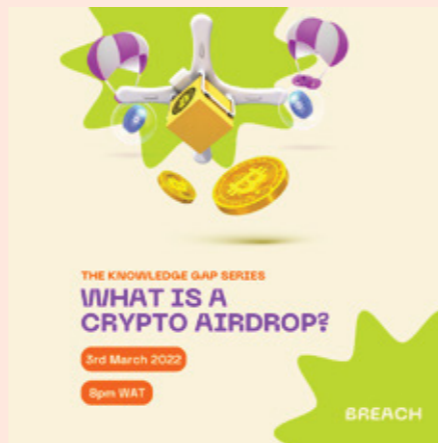
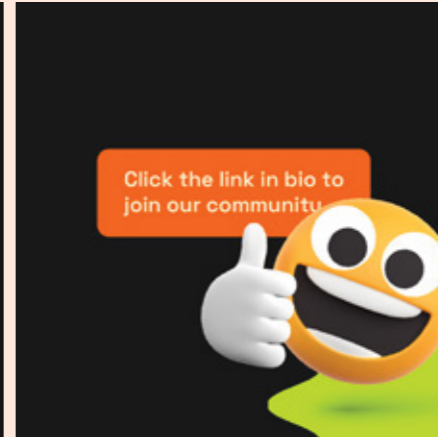
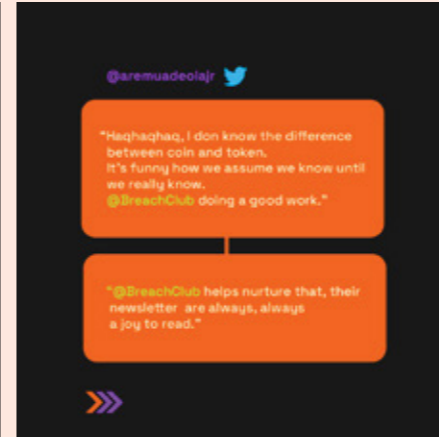
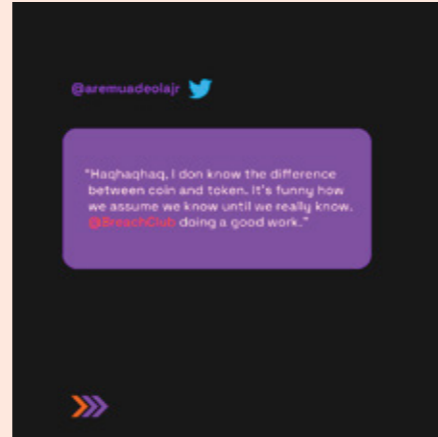
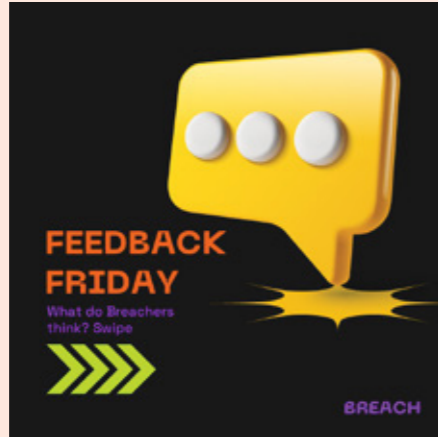
* At nestcoin, I was task to explore with the brand identity and to come up with creating SoMe (social media) brandguide to be used and the aim was to change or adjust it every quater of the year for three brands

* Nestcoin * Breach * Onboard

 nestcoin

 Onboard

 BREACH



Can crypto
really be used
as a tool for
civil resistance?

SCHOOLED BY
BREACH



Newsletters

Will crypto make me
rich in five years?

All your questions



BREACH
Sceptic vs Optimist

Go From Crypto
Clueless To
Crypto Clever

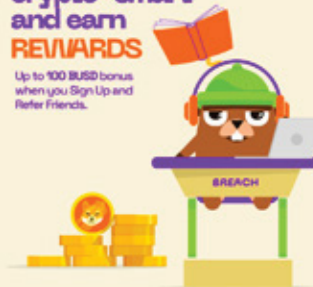
When you Sign Up To
Breach Club



BREACH

Join Breach to get
crypto-smart
and earn
REWARDS

Up to 100 USD bonus
when you Sign Up and
Refer Friends.



BREACH

The Best
Things In
Life Are Free

Learn About Crypto At
Your Own Pace



BREACH

Join a community
of over **25,000**
readers

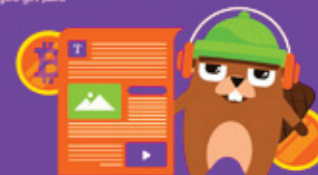
Get frequent updates
about the market when
you join our growing
community of crypto
enthusiasts.



BREACH

Get Paid
To Learn About
Crypto

Read short articles, watch video clips,
tell us what you learned and
you get paid



BREACH

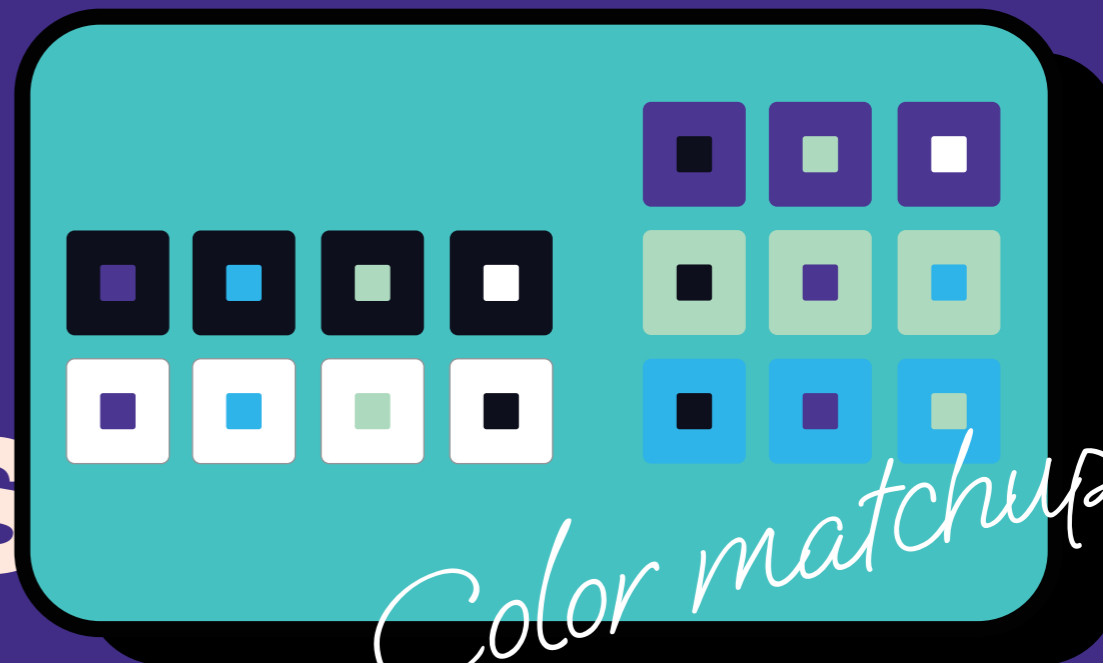
Instagram
stories

Paid Ads

Onboard

Polysans

Primary font



Color matchups

Lab series

Understanding Onboard

Helping Onboard customers properly understand how best to navigate the product

**5PM
WAT**

Every Tuesday



Onboard

P2P Trading Horrors In Crypto.

Come tell us your most unpleasant p2p crypto experiences

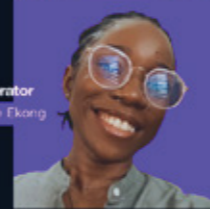


**6PM
WAT**
9th October 2022

Guest
Uncle Ayo



Moderator
Izzie Ekong



Onboard

Get the best crypto rates from verified merchants

Sign up on
Onboard

www.onboard.xyz



General Onboard AMA Session

Speakers:

Oluseyi Adebiyi

Cisca



**6PM
WAT**

7/10/2022



Onboard

Exploring careers in web3

Providing resources to help you become a professional in web3

**6PM
WAT**

Every Thursday



Onboard

Twitter and Event banners

Brand designs for Jumia

As the Lead Designer for Campaign Design Templates, I spearheaded the creation and implementation of design templates for large-scale campaigns within jumia. I provide visionary leadership and collaborated with a team of designers to develop cutting-edge templates that effectively conveyed brand messaging and enhanced campaign impact.

Jumia Easter Sale 2022

Visual Identity System

[Download Files>>](#)

VISUAL IDENTITY SYSTEM

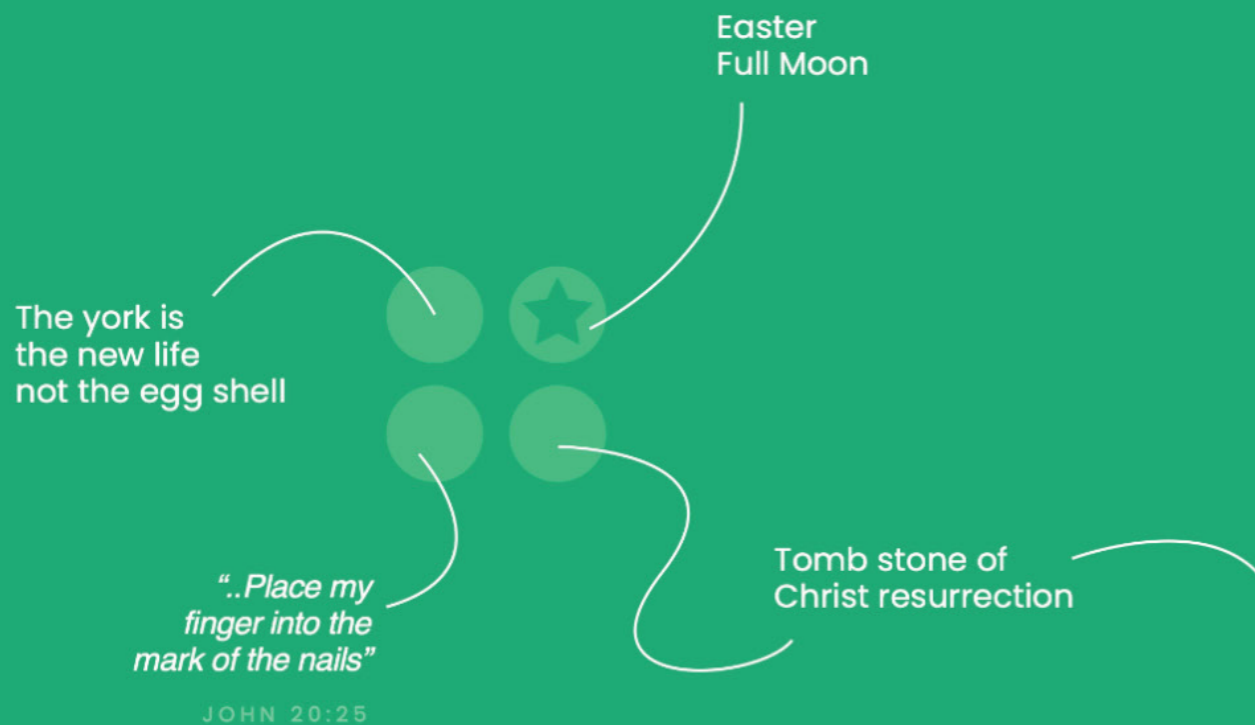
Jumia Easter Campaign

Identity system for Jumia Easter Sale. Easter is held (in the Western Church) between 21 March and 25 April, on the first Sunday after the **first full moon** following the northern spring equinox

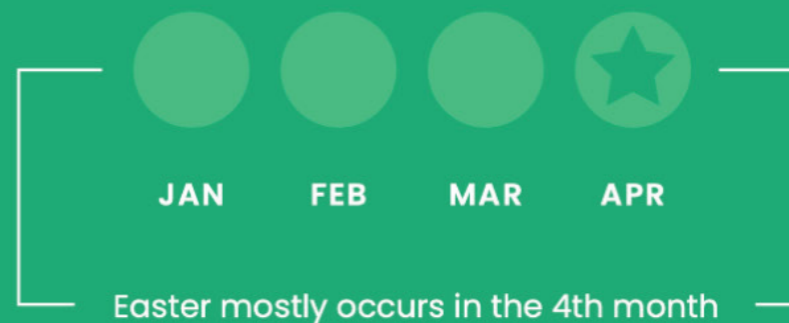
LOOK&FEEL: **MODERN, FRIENDLY, ICONIC**



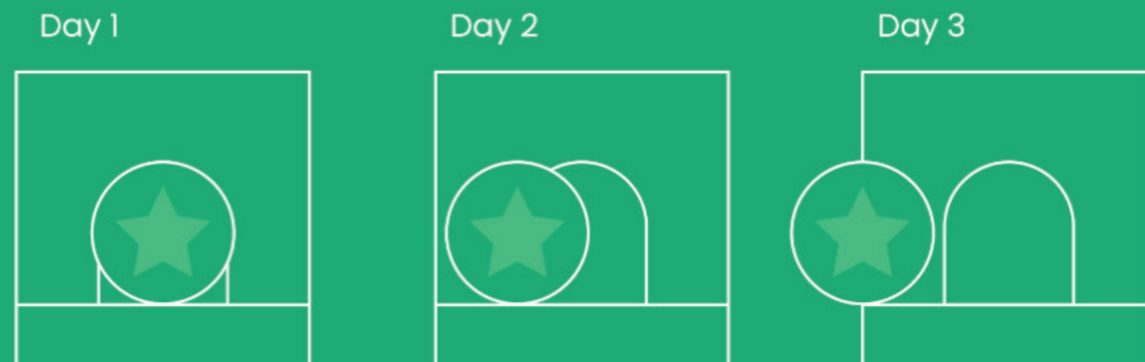
Jumia Easter Campaign



From a Christian perspective, Easter eggs are said to represent Jesus' emergence from the tomb and resurrection



RATIONALE 2



Elements - Logo Scalability



Elements - Secondary Logo Lockup



Elements - Partnership Lockup

The exclusion zone is exactly twice the size of the circle (x)



Exclusion
Zone

Elements - Primary Logo Lockup



Elements - colors

#20ac76

#FF9900

#aade11



MOTION IDEAS

**EASTER
SALE**
APR 3 - 16

**UP TO
30%
OFF**

Computing



[SHOP NOW >](#)

**EASTER
SALE**
APR 3 - 16

**UP TO
25%
OFF**

Phone and accessories



[SHOP NOW >](#)

**UP TO
60%
OFF**

Fashion fiesta



[SHOP NOW >](#)

**EASTER
SALE**
APR 3 - 16

FLASH SALE

Up to 80% off

Catch the deals early
and save big!



[SHOP NOW >](#)

The Brand identity was created alongside teams from other countries

We decided to come up with a elements that gives the sense of relief, fun ,joy and entertaining activity, to show variety of deals and also to show the authentic brands involved for credibility purposes.

To impose the necessary element such as the date the brand identity and most importantlt the discount.



Slider Options



Generic Slider



FESTIVAL JUMIA GLOBAL



This year's JG visual identity was created with the aim to build equity around the JG brand: Elevate USPs of JG by educating consumers
Leverage JG brand color palette
Highlight product variety
Globe and landmarks to allude products are from around the world
Truck to indicate home delivery

Logo

JUMIA GLOBAL

**JUMIA
GLOBAL
FESTIVAL**

Aug. 31st - Sept. 6th

Tags

999 Dhs

UP TO
**80%
OFF**

Colors

#008080

#1a5a94

#171a88

#43a0ef

#3399cc

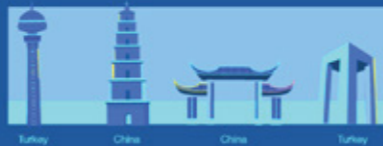
#ff3300

#ff6600

#ffcc00

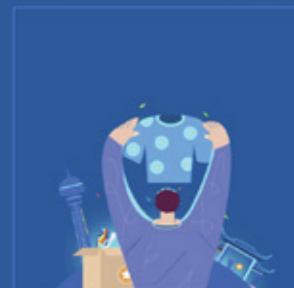
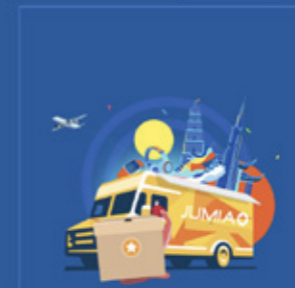
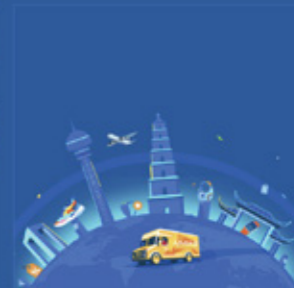
#ff6633

Global



Story Construct

- Shopping
- Global stores
- Delivery
- Happy customer



ARSENAL **VS** **CHELSEA**



TCL WATCH PARTY

DATE: 10TH NOVEMBER 2024 VENUE: COMPUGHANA OSU



Discover our TV selection
Limited time offers
UP TO 20% OFF

SHOP NOW

Women's Shoes

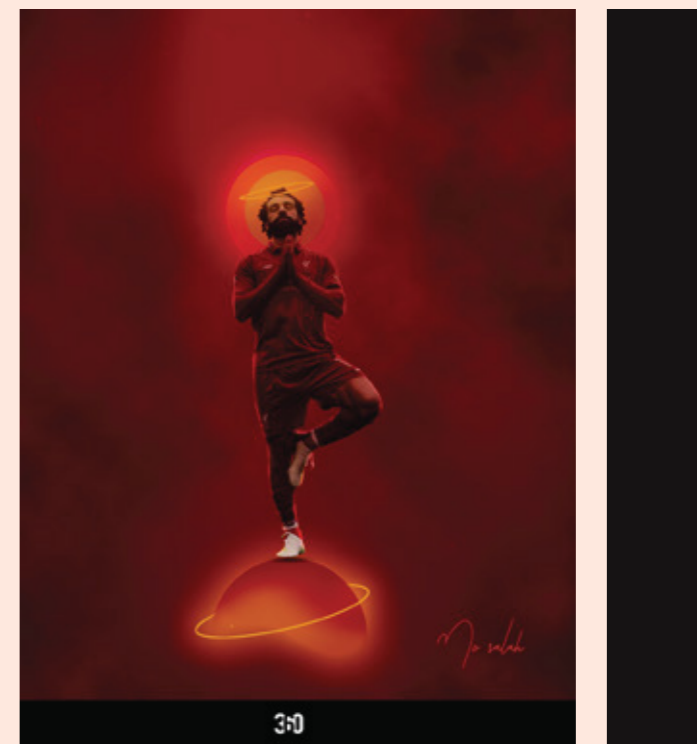


FC BAYERN MÜNCHEN

Müller **09** Goals **53**

Lewandowski **23**

3:0



3:0

dance of the gods



African/ traditional modern

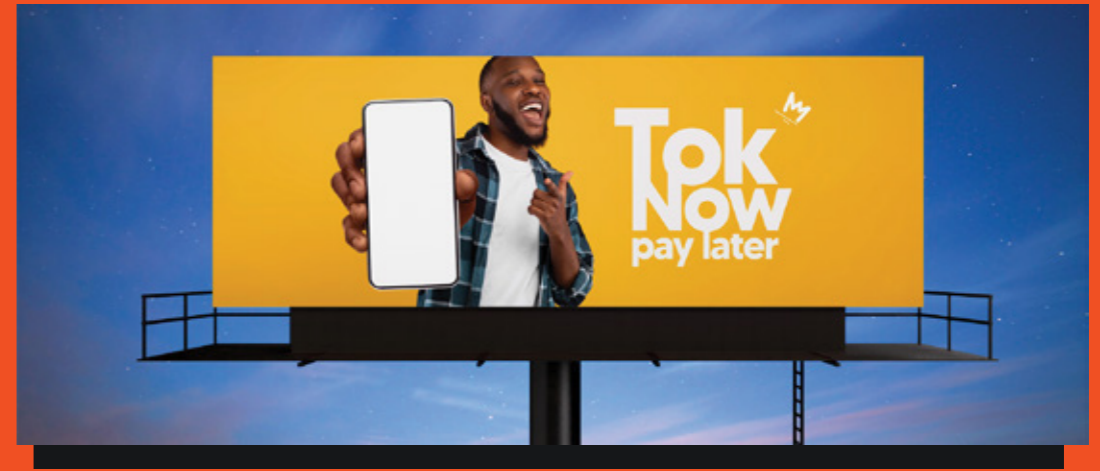
To depict African culture by using mythological background

Asaase Yaa is the Earth goddess of fertility of the Akan ethnic group of Ghana. She is also known as Mother Earth or Aberewaa.

Being informative, it's a motive align with women's African wear category to that shows customers to be queens

Sunsum is a gosty story in Akan horror stories that were used to scare kids doing improper deeds and to strenghten them to choose the right path in life.

In connection to fashion the color red are used in relations to the force for good however male figures are heads and often most kids sees thier dads as the bad guy however it's the opposite.



Thank you

