



Kojo Boateng
Product Design and
Creative Direction

Location: DC Metro Area
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I am designer with decades of experience in visual, branding, motion, UX, product, and design team management. I work collaboratively with teams to help clients and stakeholders to achieve successful outcomes for their products.

Experience

Capital One

Jan 2019 - April, 2019

AI Designer (Contract)

Part of the AI design team, developing transaction insights for Capital One's Intelligent assistant

Dynaxys LLC

Oct 2016 - April 2019

Lead UX/UI Designer

- Developing interaction designs and interface design for the Know Your Crew App
- Creating designs visual designs for iOS, Android and web platforms
- Creating task flows and journey maps
- Creating interactive prototypes to improve usability
- User testing designs and iterating

CrossLead.com

April 2018 - Aug 2016

Lead UX Designer

- Designed sitemap, wireframes, prototypes and visuals designs
- Conducting stakeholder and user interviews to define content strategy
- Iterated designs base on user testing, feedback and critique

The Reputation Lab

Jan 2018 - Aug 2018

Creative Director

- Designed and developed logo and brand identity for the business
- Work with client to develop strategy and UX direction of the company
- Created marketing materials for the business to communicate services.

VPAR Golf

Nov 2015 - July 2017

Lead UX Designer

- Designed new features for the VPAR app that led to 100% year-on-year growth
- Defined user goals and needs through qualitative and quantitative research
- Collaborated with product managers, engineers stakeholders to define goals
- Created wireframes, visual design and prototypes
- Developed interaction designs for iOS, Android and Web

W12 Studios

May - June 2014

Associate Creative Director

- Team lead for 3 motion designers UI designs for an OTT Platform
- Interaction, UI and motion graphics for a leading communications company
- Creating motion graphics for user flows.

ITN / ITV News

Aug 2007 - May 2014

Design Director, ITV News

- Managed, attracted, retained and mentored a diverse and creative team
- Worked closely with Senior executives and producers to plan projects
- Adopted change management to drive organizational success and outcomes
- Organized training and initiatives to foster an inclusive work environment
- Oversaw the ITV News brand and retained a consistency across nations and regions
- Led the design of projects for large-scale national and international news events
- Developed workflows for automation and templating to allow producers to create graphics
- Facilitated workshops and creative sessions foster collaboration and spark ideas
- Presented talks and other initiatives across the TV News sector to share ideas
- Created static and animated graphics for daily bulletins
- Procurement of new technology and assigned appropriate training for design team

ITN (Continued)

Aug 2003 - Aug 2007

Senior Designer, ITV News

- Supervised other designers and worked hands-on on daily news bulletins
- Created motion graphics and title sequences for ITV network programs
- Supported the Creative Director in the managing of the design studio

Sep 1998 - Aug 2003

Graphic Designer, ITN

- Created static and animated graphics in a fast-paced news environment
- Worked with producers and editors to deliver graphics to very tight deadlines
- Sequencing on-air playout of completed graphics for each bulletin

Freelance Designer

Sep 1996 - Sep 2007

Designer and Creative Director for a wide range of broadcast, publishing, online and branding projects for clients including: The Watchmen Agency, BBC, Channel 4, Universal Music, Def Jam UK, Mercury Records, Marie Claire, F1 and HOSANA Sportswear.

Education

General Assembly

Dec 2014 - Feb 2015

User Experience Immersive Certificate

Middlesex University

Sep 1995 - Sep 1996

MA in Video Production

London College of Printing

Sep 1991 - May 1995

BA Media and Production Design (2:1)

Software

Basic

Framer.js
HTML & CSS.
Cinema 4D

Intermediate

InDesign
Premiere
Flinto
Invision

Advanced

Sketch
After Effects
Photoshop
Illustrator

Skills

Creative Direction
Visual Journalism
Creative Leadership
Design Thinking
Critical Thinking
Team Leadership

User Testing
Competitor Analysis
User research
Branding
Heuristic Analysis
Stakeholder Management

Interaction Design
Interface design
Motion Graphics
Prototyping
Broadcast Television
Presentation Skills

Awards + Achievements

BAFTA - Best News Coverage 2014, The Murder of Lee Rigby (Contributor)

RTS (Royal Television Society) - Best News programme 2005-2009 (Contributor)

Headlines Today - Launch of India's first English-speaking 24-hour news channel

Color Works: Best Practices for Graphic Designers, book by Eddie Opara (Contributor)

Interests

I'm involved in the programming of events with AIGA DC and founder of CRE8 Collective — we organize designer speaker events in the district. I've traveled in Europe, East Asia and Africa. I've scuba dived off the coast of Bali and Tanzania, and kite surfed in Vietnam; and enjoy photography art exhibitions, baking, live music.