

Ama Berkoh

Digital Designer

Passionate about crafting user-centric designs with a strong emphasis on accessibility.

Location

Sydney, Australia

amaberkoh@outlook.com

www.abbkh.com

Education

University of Technology Sydney

2020

B.S. in Public Communication (PR & Digital and Social Media)

Google UX Design Professional Certificate

2021

Skills

DESIGN

Figma

Unbounce

Elementor

Sketch

Adobe Creative Suite

InVision

RESEARCH

UX Research

UX Design

Competitive Analysis

Rapid Prototyping

Usability Testing

PROGRAMMING

HTML

CSS

Javascript

Summary

- Optimistic digital designer with 3+ years delivering high-quality experience to users.
- Implementing applications as a digital designer from concept through deployment
- Last 2 years of hands-on experience in designing visually compelling and conversion-focused landing pages and websites.

Experience

Digital Rhinos • Head of Design

September 2023 - Present

Specialized in designing high-converting landing pages, dynamic marketing assets, and intuitive user interfaces. Adept at utilizing Unbounce and HubSpot, incorporating Conversion Rate Optimization (CRO), and committed to design best practices and user experience (UX).

- Spearheaded the end-to-end design of B2B SaaS marketing collateral, including website assets, email campaigns, and social media graphics.
- Prioritized UX in the research process, conducting thorough analyses of websites to identify user pain points and opportunities for improvement.
- Conducted usability testing with individuals from various demographics to gather feedback and enhance the inclusivity of digital designs.

Digital Designer July 2022- September 2023

Jr Graphic Designer May 2021 - July 2022

Freelance Designer

June 2020 - Present

I worked as a freelance graphic designer for multiple clients and startups that consisted of illustrations, UI designs, logos, websites, motion graphics posters, and a wide variety of social media content.

DEC PR • Public Relations Intern

September 2019 - October 2019

- Aided with sample traffic activity, contacting influencers, industry insights and media monitoring.
- Developed comprehensive and professionally researched media lists of at least 50+ contact per list using Telum.

Resolution Media • Digital and Social Media Intern

August 2017 - October 2017

- Analytics to draw user insights and identify and understand existing weak points, on the company's website to drive further engagement rate.
- Designed company social media accounts (e.g. Facebook, Twitter, LinkedIn, YouTube, Flickr, and other social media platforms), ensuring uniform content and tone of voice for landing pages, graphics, and other elements within communities.
- Worked with digital media team to offer support for accurate execution of campaigns to meet