Ama Berkoh

Digital Designer

Passionate about creating impactful, visually compelling designs
that elevate brand identity and connect with audiences

Email: amaberkoh@outlook.com

Portfolio: abbkh.com

Website: designsby.abbkh.com

Instagram: @byabbkh

Education

Florida Atlantic University
2019

One semester - Study Abroad Program Facilitated by UTS & FAU.

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

Summary

With a strong foundation in creativity and technology, I thrive on creating thoughtful, user-centred designs that align with a brand's vision. My experience spans B2B marketing, branding, and digital design, lifestyle, wellness, and editorial spaces. I'm excited by the opportunity to work with brands that connect meaningfully with audiences, creating designs that feel both premium and accessible.

At my core, I believe in the power of design to not only captivate but to simplify and make information more accessible. My hands-on approach ensures that I bring ideas to life with clarity and purpose, whether through interactive online content, brand collateral, or visually engaging presentations. I stay at the forefront of industry trends, embracing the latest design tools, and have a deep interest in accessible design practices.

I'm excited to bring my skills and enthusiasm to a team that values creativity and innovation. This role represents an opportunity to deepen my expertise while contributing to designs that leave a lasting impact.

Experience

ByAbbkh - Freelance Designer

Designer August 2024 - Present

- Founded and operate a freelance design business specialising in web design, branding, and digital design for individuals and businesses.
- Working closely with clients to develop custom websites, ensuring a seamless user experience and visually appealing design across platforms such as Webflow, Wordpress, Squarespace, and Shopify.
- Create comprehensive brand identities, including logos, typography, colour palettes, and brand guidelines that align with client goals.
- Manage all aspects of client projects, from initial consultation to final delivery, including project management, design strategy, and ongoing support.
- Collaborating closely with clients to gather and understand business requirements, translating them into visually appealing and highly functional web designs.
- Providing comprehensive website maintenance, updates, and performance optimisation to ensure sustained functionality and user satisfaction.

AdFreeway

Creative Designer (Part-Time) December 2024 - Present

- Designing creative assets for AdFreeway and subsidiary businesses, including websites, digital ads, and marketing collateral.
- Creating engaging visuals for clients' advertising campaigns when needed.
- Collaborating closely with team to ensure all designs align with brand guidelines and campaign objectives.
- Developing visually compelling website designs and digital marketing materials.

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ClickView

Graphic Designer (Contract) February 2025 - March 2025

- Worked alongside other teams to collaborate and create effective creative messages through designs to drive customer engagement
- Owned the process of digital asset design, bringing them to life through my work, whilst ensuring brand consistency across the business and product.
- Worked alongside the Graphic Designer Manager on evaluating and optimising digital designs to analyse alignment to Clickview's product vision, through testing and providing reporting on asset progress and graphic work.
- Managed assets across regions to ensure the status' are up-to-date and assets are delivered on time.

Digital Rhinos

Designer September 2023 - August 2024
Digital Designer July 2022- September 2023
Jr Graphic Designer May 2021 - July 2022

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

- Led the design process for multiple landing pages, ensuring alignment with brand guidelines, optimising for conversions, and utilising best practices in UX/UI design.
- Head in charge on the end-to-end design of B2B SaaS marketing collateral, including website assets, email campaigns, and social media graphics.
- Prioritised UX in the research process, conducting thorough analyses of websites to identify user pain points and opportunities for improvement.
- Using conversion rate optimisation (CRO) projects to enhance user engagement and increase conversion rates, resulting in a great improvement in lead generation.
- Frequent design of comprehensive wireframes, mockups, and prototypes using industry-standard tools such as Unbounce, Adobe XD, Sketch, or Figma to communicate design concepts effectively.

DEC PR • Public Relations Intern

September 2019 - October 2019

[**October 2017 - September 2019** (Worked In Retail & Went on Study Abroad Exchange Program (2019)]

Resolution Media • Digital and Social Media Intern

August 2017 - October 2017