Samuel K. Amegnaglo

GRAPHIC DESIGNER — VISUAL COMMUNICATIONS

Brand Identity · Packaging & Print · Social Media & Motion · UX, UI & Web

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PROFILE

Graphic designer with over four years of experience and more than twenty delivered projects across brand identity, print design and digital communications. I work with small businesses, sports teams, event agencies and institutions, taking a brand from the first logo concept through to a full rollout: brand guidelines, packaging and labels, posters, social media content, motion design and web interfaces. My process always starts by listening to the real need before any design work begins. Advanced command of the Adobe suite and Figma; I work in both French and English, in-house as well as fully independently on remote engagements.

SKILLS

Brand identity	Logotypes, brand guidelines, identity systems, multi-format applications
Packaging & print	Product labels and bottle graphics, print sheets, posters, flyers, brochures, print-ready file preparation
Digital communications	Social media content, visual campaigns, publishing calendars, community management
Motion, video & photo	Motion design, graphic packaging, short-form editing and post-production, professional retouching, event coverage
UX, UI & web	Interface mockups, responsive design, prototyping, custom website design and development
Software	Photoshop · Illustrator · InDesign · After Effects · Premiere Pro · Figma · Adobe XD · CorelDRAW · Canva Pro · CapCut

PROFESSIONAL EXPERIENCE

STEA — Lomé, Togo — July 2024 – Present

Graphic Designer, Communications Department

- Hired originally for a different role, I proposed and then built the in-house design function, and now own the department's visual communications end to end.
- Developed STEA's visual identity — logo, brand guidelines and reusable templates — to unify every internal and external touchpoint.
- Design communication materials end to end: posters, digital visuals, social media content and internal documents.
- Manage day-to-day social media: visual production, platform-specific adaptations and editorial calendar follow-up.
- Contribute to communication strategy and key messaging alongside the management team.

Nova Graphik Visu — Lomé, Togo — 2024 – Present

Head of Communications (freelance)

- Lead the communications and image of Nova Graphik Visu, a creative agency bringing together freelance videographers and creatives.
- Design brand identities, print materials and digital content for agency clients, from initial brief through to final production files.
- Deliver packaging and labelling projects, including the Jouvance natural juice range: five flavours, bottle graphics, variations and print sheets.
- Design and build modern, responsive, custom-made websites.

W3Frame — w3frame.com 2025 – Present

UX/UI & Graphic Designer (collaboration)

- Collaborate on UX/UI design projects: interface mockup design.
- Produce the flyers and communication materials for these projects.

Freelance Graphic Designer — Lomé, Togo & remote clients January 2022 – April 2024

- Served clients across six industries — beauty, food service, travel, sport, events and fashion — from initial brief through to final production files.
- Built complete visual identities (logo, brand guidelines, applications) and delivered ongoing social media visual production.
- Ran each engagement independently: scoping, creative proposals, client review rounds and delivery within agreed deadlines.
- Worked in both French and English, remotely as well as on site.

SELECTED PROJECTS & CLIENTS

Jouvance (packaging & branding) — Label design for a natural juice range: pineapple, hibiscus, tamarind, ginger and baobab. Bottle graphics, variations and print sheets.

Nathy (brand identity) — Complete visual identity: logo, brand guidelines and applications.

Coco Delight (events & catering) — Event visual world: Atakpévi night, brunch series and Valentine's Day campaign.

BRAVE Event (events) — Full visual communications for the event launch.

FTF – Barracuda Team (sport) — Sports communications and match-day graphics, working directly with the communications lead.

DBH – Dely Beauty House (beauty & cosmetics) — Complete visual identity — logo, guidelines and professional materials — plus ongoing social media visuals.

NakTravel & NakBeauty (travel & beauty) — Full communication toolkit: posters, flyers, promotional visuals and social media content.

Yurimel World (children's fashion) — Social media visuals, marketing materials and promotional content highlighting the product range.

UX EXPLORATIONS — SELF-INITIATED

Studio (UX · product) — A client workspace for communication agencies: brief, approval and delivery in one place.

Cercle (UX · fintech) — A digital savings circle built to preserve what makes the system work: trust, transparency and reminders.

EDUCATION & CERTIFICATION

Professional training in graphic design 2021 – 2022
Aubin Informatique, Lomé, Togo

Bachelor's programme — Electrical Engineering Technology 2022 – 2023
FORMATEC, Lomé, Togo — evening programme

Baccalauréat technique F3 — Electrical Engineering 2019 – 2021
Lycée d'enseignement technique et professionnel, Lomé, Togo — technical secondary school diploma

CAP EE — Vocational Aptitude Certificate April 2022
Lycée d'enseignement technique et professionnel, Lomé, Togo

LANGUAGES

French Professional
English Fluent
Ewe Fluent

INTERESTS

Design & making · Visual research · Sport · Travel · Music