

MICHAEL KWESI APPIAH-KUBI

Graphic Designer | Packaging, Branding & Print Production

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PROFILE

Communication and Graphic Designer focused on packaging and brand systems — taking products from research and concept through to production-ready dielines, regulation-compliant artwork and 3D mockups. Comfortable across vibrant consumer FMCG packaging, precise pharmaceutical work, editorial design and studio photography.

EDUCATION

BA Communication Design — Second Class Upper (Honours)

2020 – 2024

Kwame Nkrumah University of Science and Technology (KNUST), Kumasi

EXPERIENCE

Graphic & Media Assistant

Nov 2024 – Nov 2025

KNUST University Library, Kumasi

- Design event posters, digital banners and outreach campaigns for library programmes, holding brand consistency across every print and digital touchpoint.
- Manage visual communication projects end to end — brief to press-ready artwork — for exhibitions, workshops and student events.

Graphic Design Intern

Aug – Dec 2023

University Printing Press (UPK), KNUST, Kumasi

- Produced social-media graphics, marketing collateral and client branding assets in Adobe Creative Suite (Photoshop, Illustrator, InDesign) under the lead designer.
- Ran concept brainstorming for campaigns, and prepared revisions, mock-ups and press-ready files for digital and print.

Studio Assistant & Photography Intern

Aug 2021 – Dec 2022

Word Media Studio, Accra

- Set up lighting, backdrops and equipment for studio and on-location shoots; assisted the lead photographer with posing direction and technical adjustments.
- Edited and delivered client photo galleries in Lightroom and Photoshop; maintained camera, lens and lighting inventory.

SELECTED PROJECTS

Bigoo Beverages — Consumer Packaging | [View](#)

2024

- Designed vibrant, market-ready packaging for four juice variants, with production-ready carton dielines placing branding, nutrition facts and regulatory information for print.
- Developed an eco-friendly transport box with secure compartments, and produced high-fidelity 3D mockups for client presentations.

Promol — Pharmaceutical Packaging & Branding | [View](#)

2024

- Designed medically-compliant packaging for a paracetamol suppository range, using distinct colour codes to separate dosage categories for children, adults and seniors.
- Built die-cut templates meeting regulatory labelling and barcode standards, plus 3D mockups of the cartons and internal blister packs.

Instructional Guide on Ethics for Graphic Designers in Ghana — Editorial | [View](#)

2024

- Researched the ethical challenges Ghanaian designers face through qualitative surveys of students and professionals.
- Designed a user-centred A5 guide on professionalism, IP rights, sustainability and ethical advertising, applying the Design Thinking process in Illustrator, Photoshop and InDesign.

SKILLS

Design & Layout: Photoshop, Illustrator, InDesign, Adobe XD, Figma, Canva

Motion & Photography: Premiere Pro, After Effects, Final Cut Pro, Lightroom, Capture One, Camera Raw

Practice: Brand & logo design, packaging dielines, print production, visual storytelling, live pencil sketching

CERTIFICATIONS

- Circular Product Design Frameworks & Certification — Siemens (Coursera) | [View](#)
- Packaging Design for the Circular Economy — Siemens (Coursera) | [View](#)