

Chanelle Abankwah

chanelleabankwah.com ★ cabankwah1@gmail.com

Multi-disciplinary designer blending product thinking and visual craft to create clean, modern experiences across apps, websites, campaigns, and events. Strong in end-to-end UX, brand identity systems, and design execution—comfortable moving from strategy to high-fidelity design, templates, and launch-ready creative.

Owambe Lead Product Designer

Oct 23' - Nov 25'

Social planning platform (mobile/web + community activations)

Led end-to-end design across product and brand, taking Owambe from early concept to MVP with clear user flows, polished UI, and consistent visual execution. **Built and owned the visual identity system**, evolving the brand from a corporate look to a consumer-friendly B2C style across app, social, marketing, and event touchpoints. **Designed key MVP surfaces (onboarding + core flows) and created reusable UI components in Figma to support fast iteration and cohesive handoff.** Produced sponsor + event creative including social media assets, templates, and launch/event graphics—ensuring each activation felt on-brand and campaign-ready. **Designed partner-facing graphics and event materials for community installations** featuring sponsors such as Arc'teryx, Sport Chek, and Chick-fil-A. Supported a product pivot by **refreshing brand visuals and updating** creative foundations to match the new direction.

RealOnes UX/UI Designer

Jul 23' / May-Aug 24'

Global community mobile platform focused on connection and awareness.

Led a redesign across IA, navigation, and key feature flows to improve clarity, usability, and overall engagement. Improved usability by simplifying journeys, **refining layout hierarchy, and aligning screens to real user goals.** Supported **platform growth from 177 → 1,434 users and 62 → 308 business accounts** within a 6 month period by improving onboarding and strengthening value communication. Collaborated on testing/iteration that increased daily active sessions 50% through data-backed refinements. **Built a design system + component library in Figma** to unify visuals and speed developer handoff.

Rise In STEM Digital Content Designer & Events Coordinator

Oct 21' - Jun 23'

Youth nonprofit empowering students through programs, events, and STEM campaigns

As a Youth Action Committee Member was apart of designing digital content to grow awareness, engagement, and participation across events and social platforms. Produced the organization's **first "Next Up" event, bringing in 60+ attendees** and strengthening community partnerships. **Designed and launched the #RiseInWellness campaign**, increasing engagement 35% and growing the community to 1,000+ followers. **Created reusable brand templates and event assets** to keep visuals consistent across social, presentations, and promotional materials. Streamlined event operations by improving workflows, communications, and tracking—**making future campaigns easier to repeat and scale.**

The Body Form Brand Strategist + Web Designer

Apr 22' - Nov 22',
Oct 25'

Women's wellness/shapewear brand with e-commerce + digital marketing focus.

Designed and launched a Shopify e-commerce site, improving product visibility and supporting growth in site traffic through stronger layout and SEO-friendly structure. Developed a brand identity system + style guide to **improve consistency across web and marketing touch points.** Improved UX performance with responsive templates and HTML/CSS updates, reducing bounce rate 18% and improving usability/site speed. **Used Shopify analytics to track behaviour and inform improvements** to product pages, merchandising, and content hierarchy. Partnered with marketing/content to align campaigns with site experience, supporting a 15% lift in returning customers.

Freelance Digital Designer

Web/UX/Brand /Graphic Design
21'-Present

Multiple Industries

Created brand-led digital experiences across web, product UI, and campaign content—balancing strategy, speed, and craft. Developed 0→1 design systems and landing pages, **plus promotional assets for launches, events, and social campaigns.** Delivered reusable templates and guidelines to help clients scale content while staying on-brand.

Selected clients: Adriana Elcena • Michael London • JupiterHR • Elle-Amie • J&I Beauty • Ajamjo

Skills

UX/UI Design • Visual Design • Coding • Web Design • AI Prompt Engineering • Email Marketing (Webflow/Squarespace/Shopify) • Design Systems Campaign + Social Design • Event/Experience Design • User Research + Usability Testing • Stakeholder Collaboration • Analytics-informed Iteration

Tools

Figma • AI Systems • Claude • ChatGPT • Adobe Creative Suite • Webflow • Squarespace • Shopify • WordPress • Canva • Asana • Google Workspace • Microsoft Office • HTML/CSS • CRM Tools • Jira • Slack

Education

Bachelor of Fine Arts (BFA), RTA New Media
Toronto Metropolitan University | 2023

BrainStation
Web Development | 2024

