

PORTFOLIO, 2025

**PK Gyamfi-Aidoo**  
*Experience Architect*



*a designer who translates human psychology into intuitive designs, drawing from journeys across multiple continents and cultures.*



PAID EXPERIENCE



SIDE PROJECTS



THE  
NURUBIAN



**SUNDAYS**



LEADERSHIP & MENTORSHIP



*Led a team of 3 to ensure alignment with business goals through effective process development and coaching.*

2020 - PRESENT



*Mentoring 2 junior designers through weekly 1:1 sessions, fostering growth and improving design team capabilities.*

2023 - PRESENT



*Leading a global team of 30 across three continents, overseeing the publication's strategy, design, and execution.*

2022 - PRESENT

DIGITAL EXPERIENCE



**koodo**



*Reduce the number of calls coming into the call centre  
by leveraging new digital interactions.*

2018

*Longo's*



*Redesign web experience to share the story of towards  
becoming a Canadian institution.*

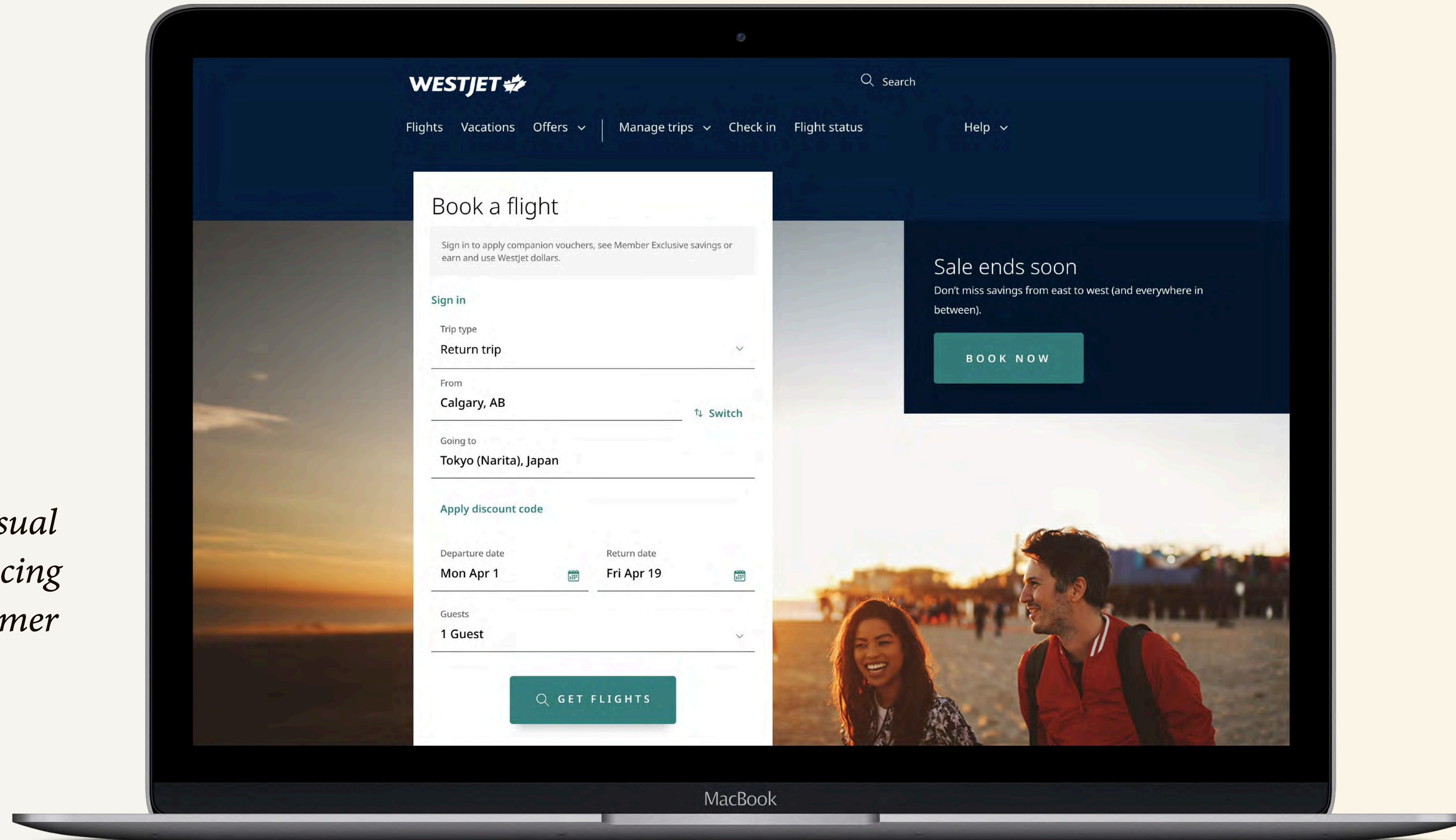
2019

DIGITAL EXPERIENCE



*Crafted a new homepage with vibrant visual elements and intuitive navigation, enhancing brand identity while improving the customer booking journey.*

2019





DIGITAL EXPERIENCE

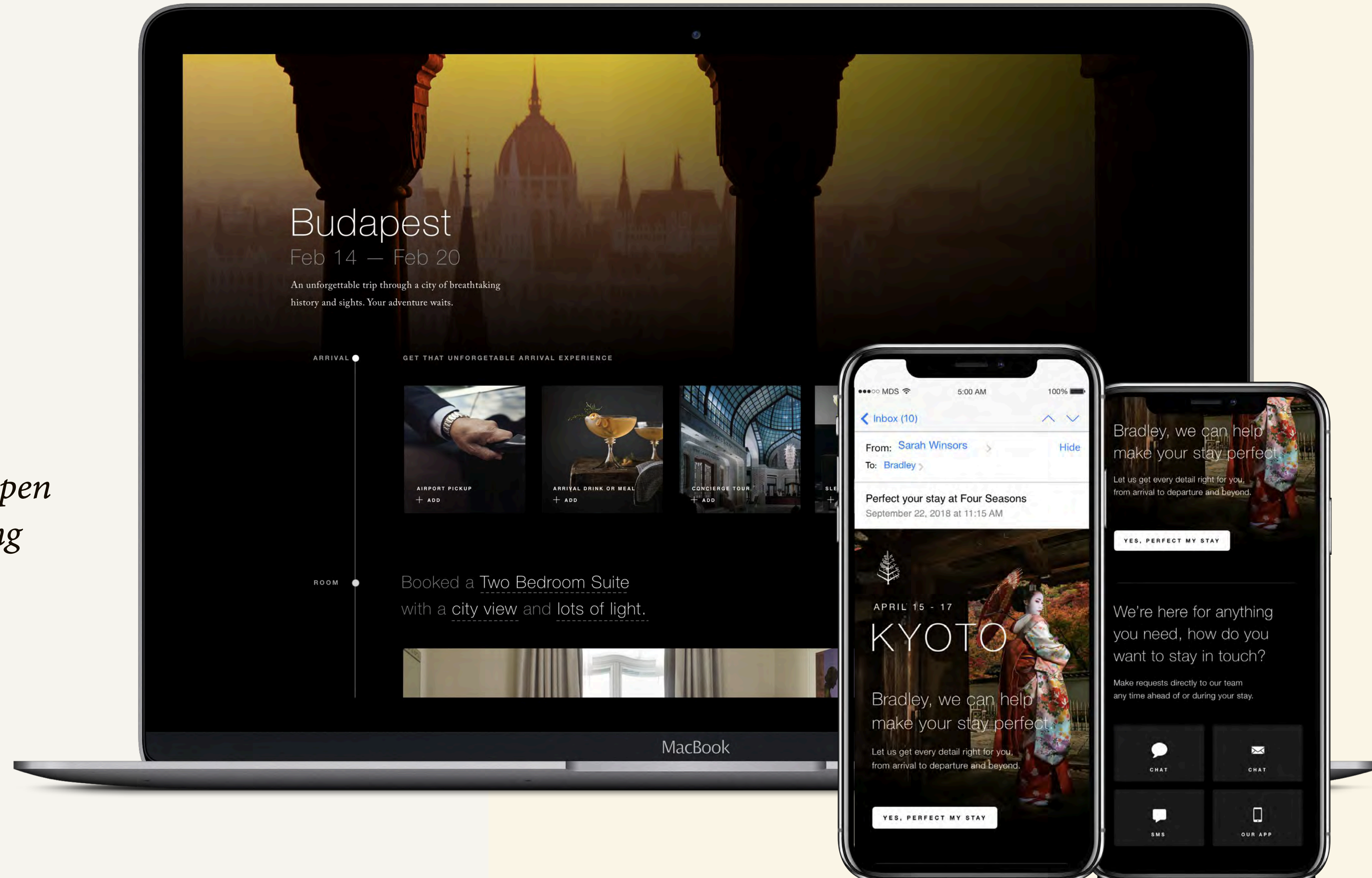


FOUR SEASONS



*Created a seamless guest experience to deepen our guest relationships without sacrificing human connections.*

2018 - 2020





DIGITAL EXPERIENCE

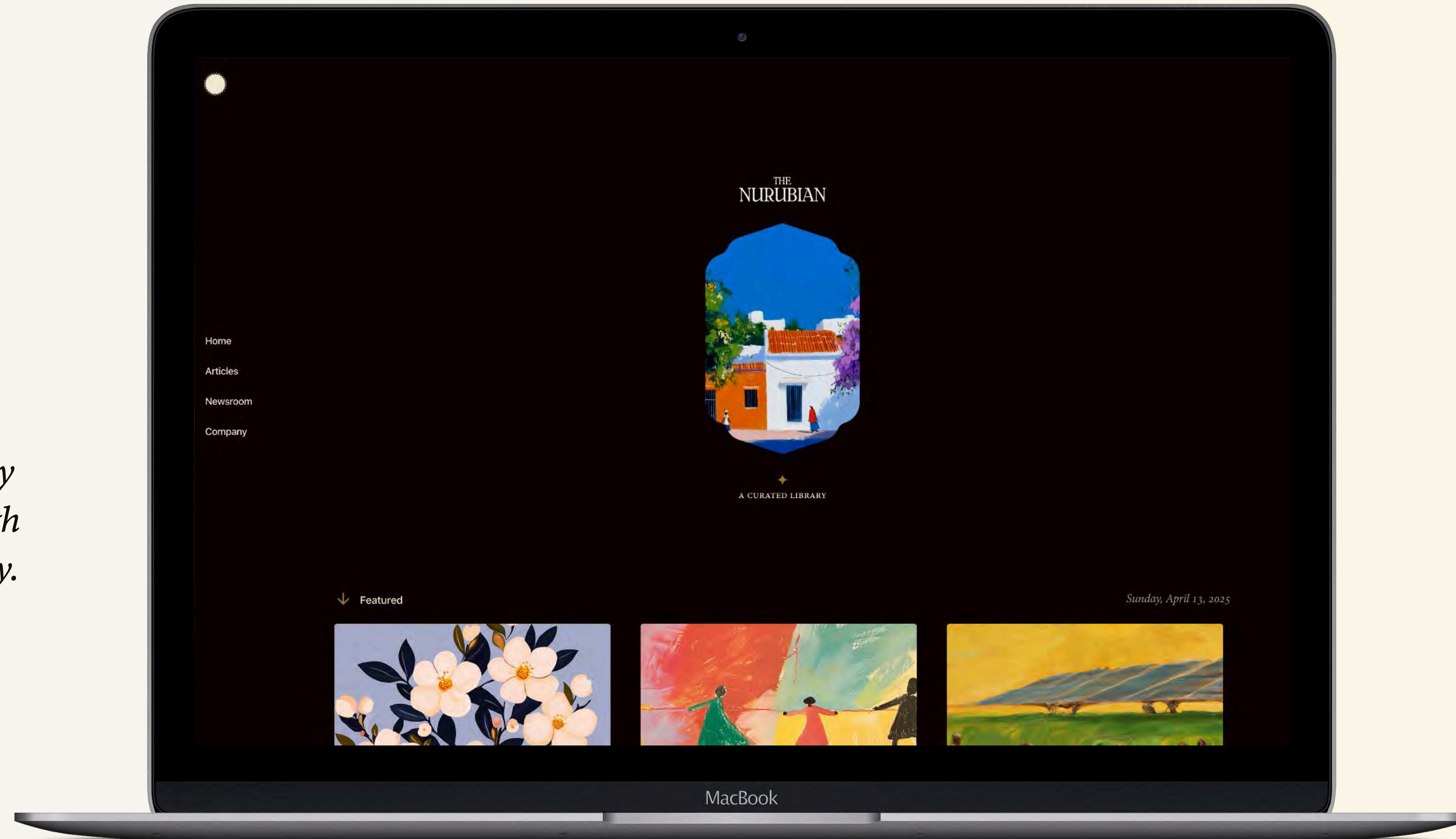


THE  
NURUBIAN



*Designing a visual identity to elegantly showcase diaspora perspectives through thoughtful typography and AI imagery.*

2018 - 2020



VISUAL DESIGN



**NORD**



*Designing a visual identity for a boutique ice  
cream created by two immigrants..*

2019 - 2020

**NORD**





#172816



#F7CABB



#F4E2BE



NORD

#0D252B





NORD

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**JOHN DOE**

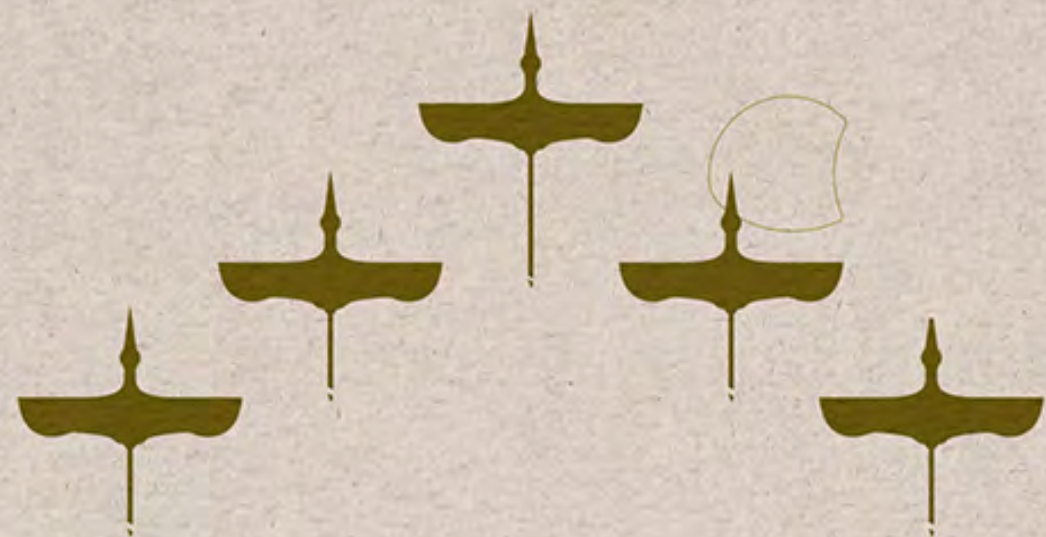
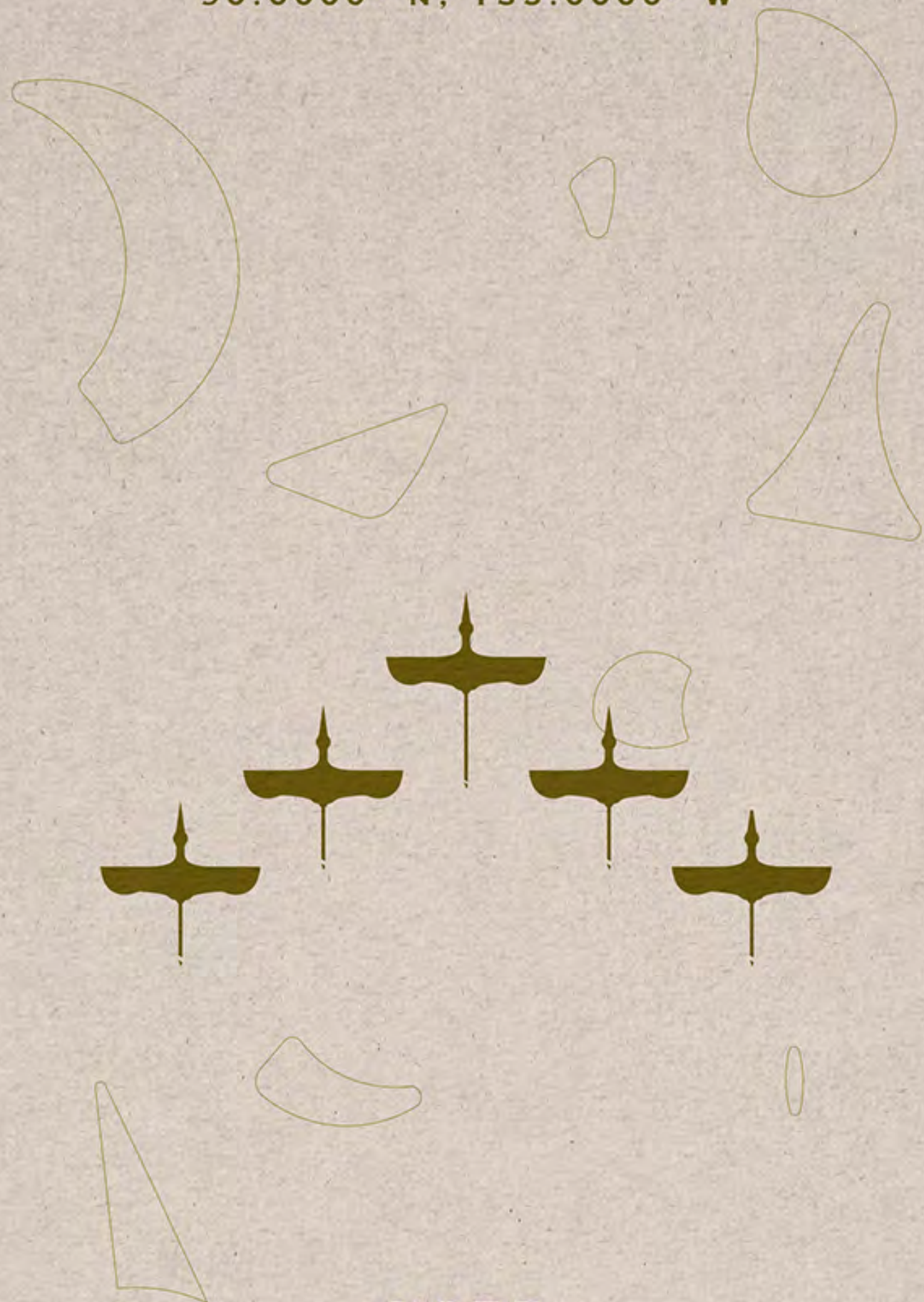
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**Drop a line and say hello.**  
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