



KELVIN OSEI-KYEREMATENG

Product Designer

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“a product designer and creative director blending strategy & creativity with a focus on reshaping everyday interactions, by designing experiences that resonate, inspire, and create lasting connections.”

EXPERIENCE

Product Designer bjss

London, GB
March 2021 - Now

I lead complex design projects across various industry sectors, driving user-centric design while working in agile environments alongside project management and development teams. I create and iterate on design systems within brand and marketing guidelines, ensuring consistency across digital experiences. I run collaborative team sessions and playbacks to guide and refine the design work, fostering strong teamwork and innovation. I'm also a strong advocate for digital accessibility, ensuring that client projects are inclusive and accessible to all users.

CLIENTS



Digital Product Design Intern YSYS

London, GB
November 2020 - February 2021

As a design intern in the Digital Product Design programme supported by Creativity Works, I gained hands-on experience in the full design process, including ideation, research, wire-framing, prototyping, and testing. I worked on a live brief from Reebok and learned effective storytelling and presentation skills, building a solid foundation in digital design.

Co-founder & Creative Director ASSUMED FORM.

London, GB
March 2023 - Present

I oversee the creative vision and direction of the brand, ensuring it aligns with our values and resonates with our target audience. I lead the design process from concept to creation, working closely with the team to develop unique collections that reflect our identity. I'm responsible for shaping the overall aesthetic, designing product lines, and collaborating on marketing strategies to elevate the brand's presence. My role also involves overseeing the brand's growth, ensuring every creative decision contributes to a cohesive and impactful brand story.

Creative & Design Advisor imGOOD

London, GB
November 2023 - Present

I provide strategic guidance on all aspects of design, helping shape the user experience and brand identity. I collaborate closely with the product and development teams to ensure design solutions are both innovative and user-centred. My role involves advising on design direction, reviewing product prototypes, and ensuring consistency across all digital touch-points. I also contribute to the overall vision of the start-up, helping to craft designs that resonate with users while supporting the company's growth and long-term goals.

EDUCATION

BA Industrial Product Design with Industry Enhancement Year Coventry University

August 2016 - May 2020

SKILLS & TOOLS

UX Design

UI Design

Illustration

Brand Development

Agile delivery

Figma

Miro

Mural

Jira

Sketch

Invision

Framer

HTML

CSS

Javascript

Adobe XD

Illustrator

InDesign

Photoshop

References available upon request