

PORTFOLIO, 2026

PK Gyamfi-Aidoo

Art Director & Experience Designer



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



PAID EXPERIENCE



SIDE GIGS



THE
NURUBIAN



PARAMOUNT
LOVE



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



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

2018 - 2020



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

2019

BRANDING & ART DIRECTION



THE
NURUBIAN



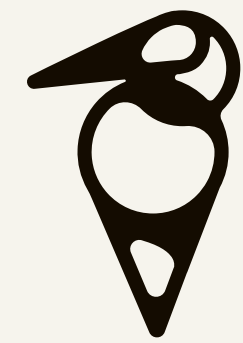
Designing a visual identity to elegantly showcase diaspora perspectives through thoughtful typography and AI imagery.

N

N



BRANDING & ART DIRECTION



Art direction and identity for an ice cream company built by two immigrant friends, anchored in the feeling of arrival.



A.I ART DIRECTION



O-PARAMOUNT-**I** LOVE



Art direction for an intimacy and sexuality education brand for high-achieving women. An AI generated-imagery world that renders a delicate subject with warmth and confidence.

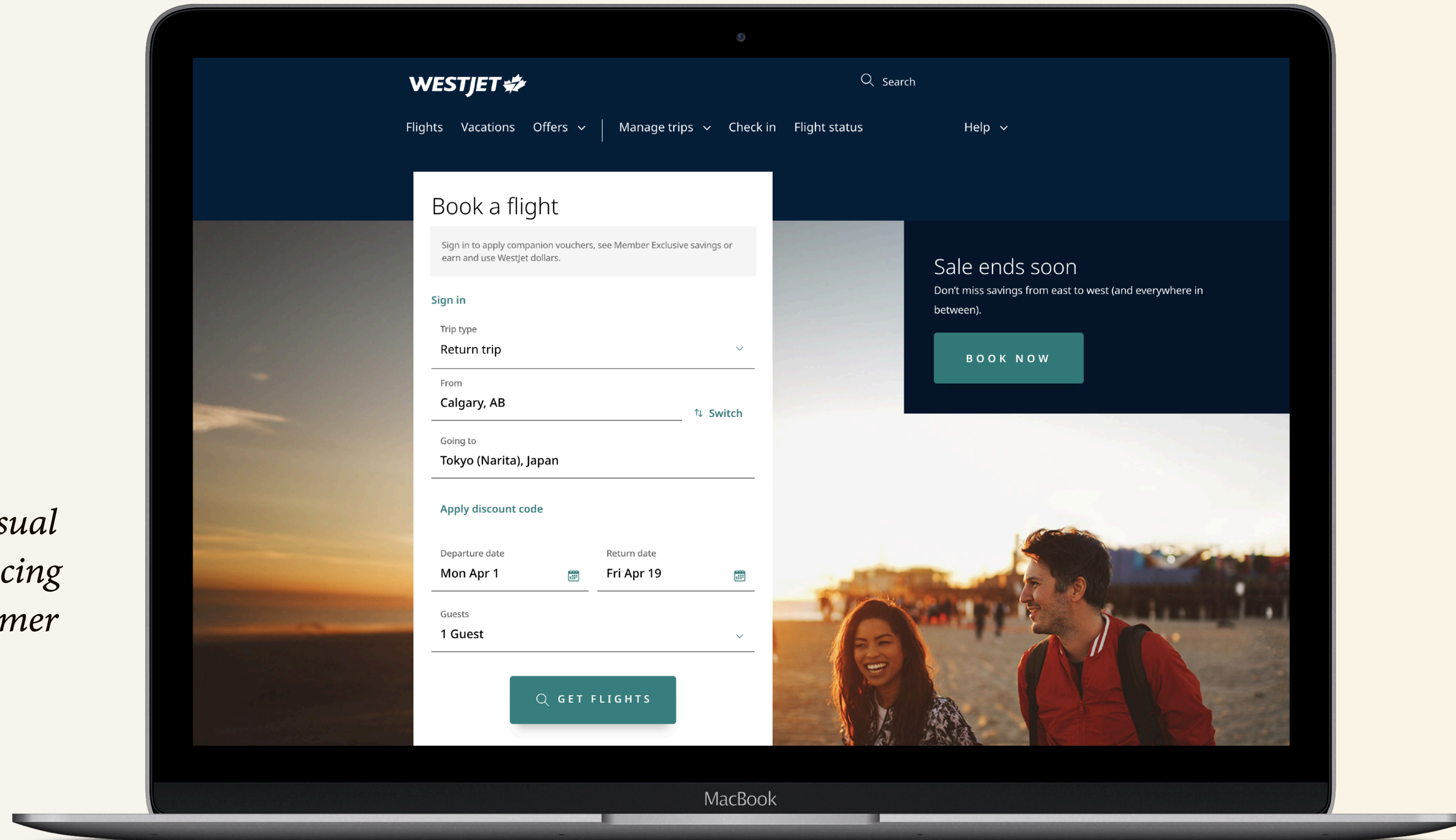


DIGITAL EXPERIENCE



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

2019



DIGITAL EXPERIENCE

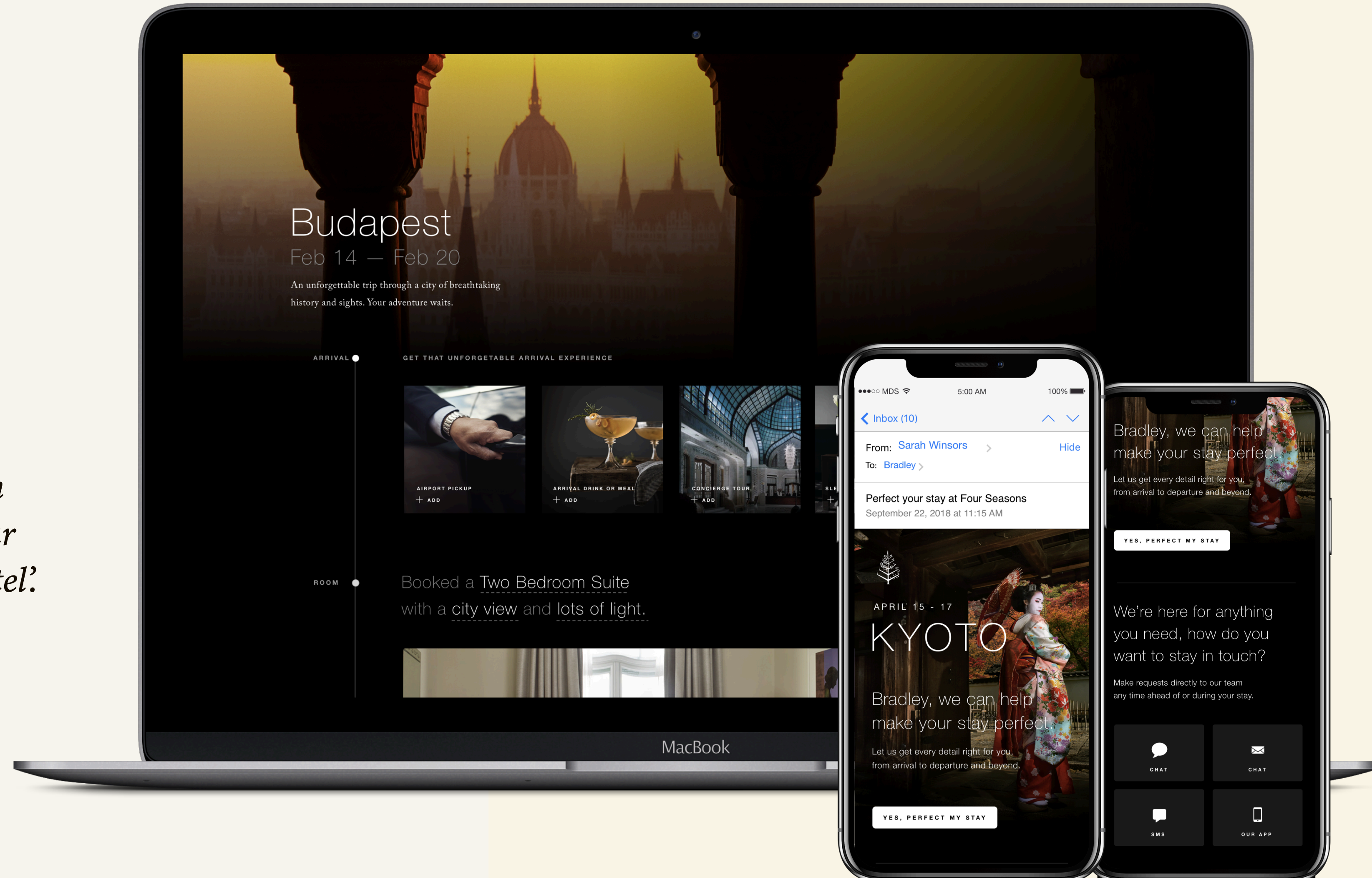


FOUR SEASONS



Create a luxury experience to help with decision making and showcase how Four Seasons is different from 'just another hotel.'

2018 - 2020

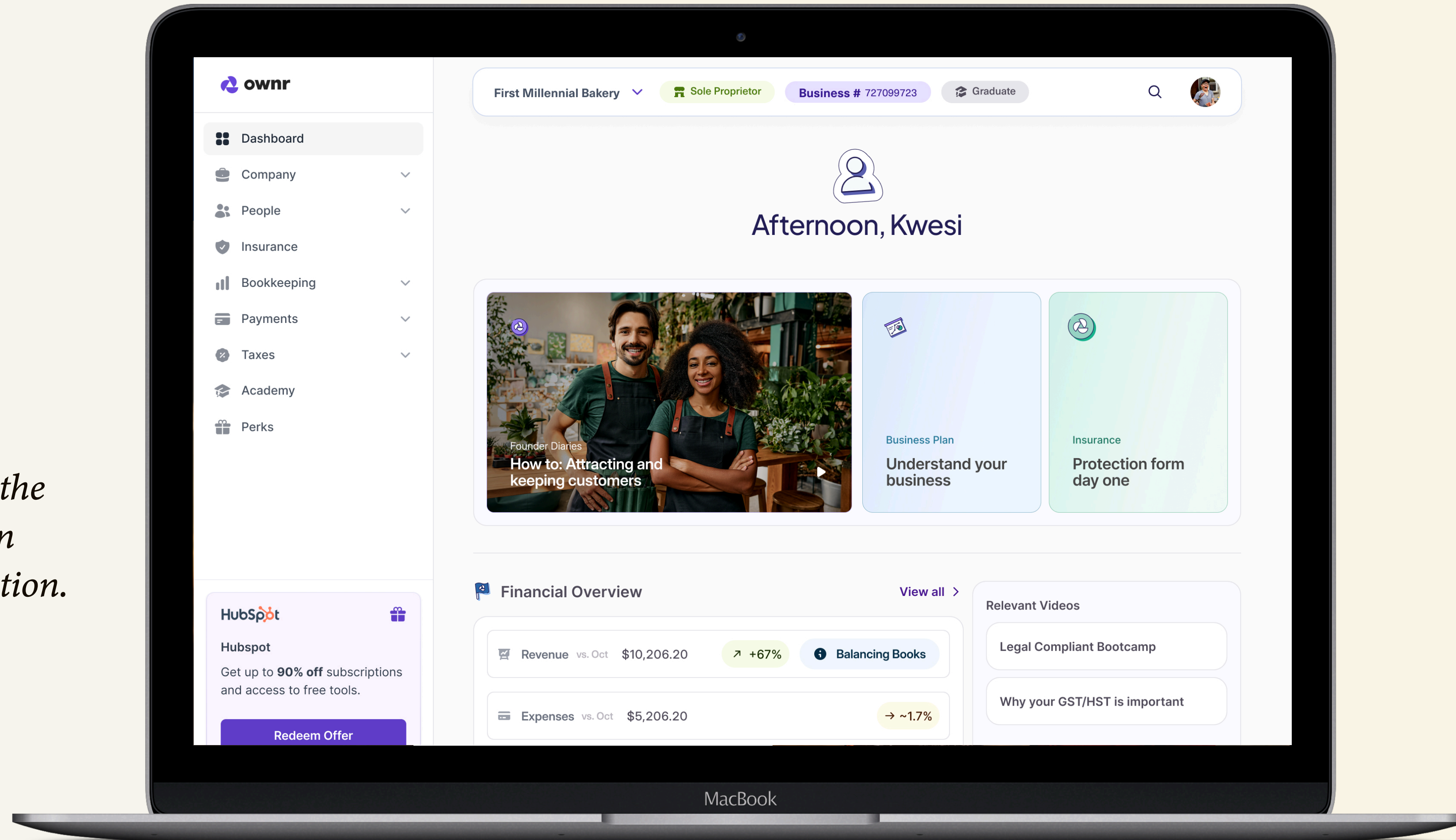


DIGITAL EXPERIENCE



Lead a team to research and reimagine the post-incorporation experience to retain customers beyond initial business registration.

2025 — PRESENT



DIGITAL EXPERIENCE

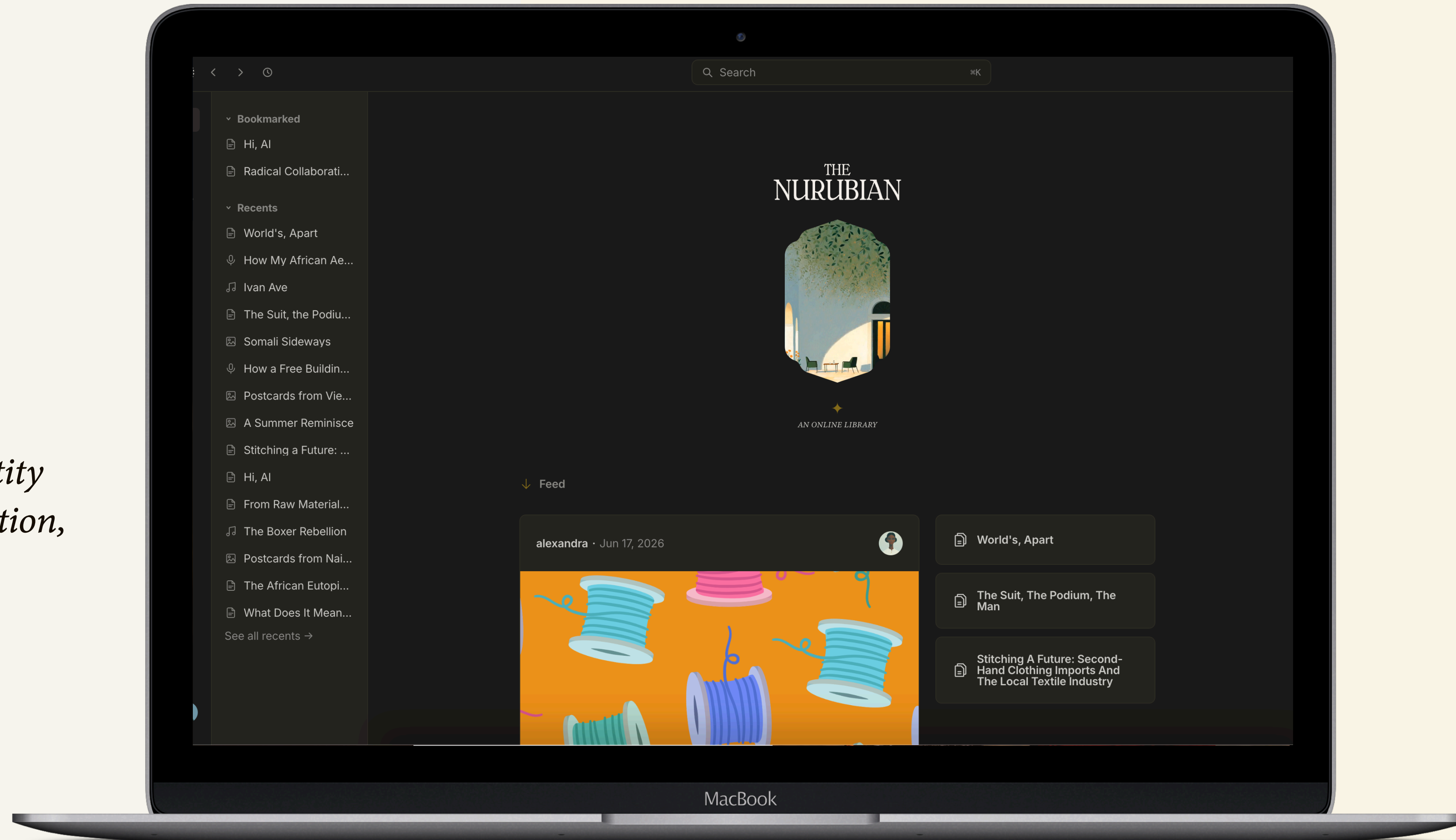


THE
NURUBIAN



A cultural library for people whose identity spans more than one place. Not a publication, an institution, art-directed as one.

www.nurubian.com



PK GYAMFI-AIDOO

Drop a line and say hello.
pkaidoo@icloud.com

