

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



O·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.*



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**
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.*

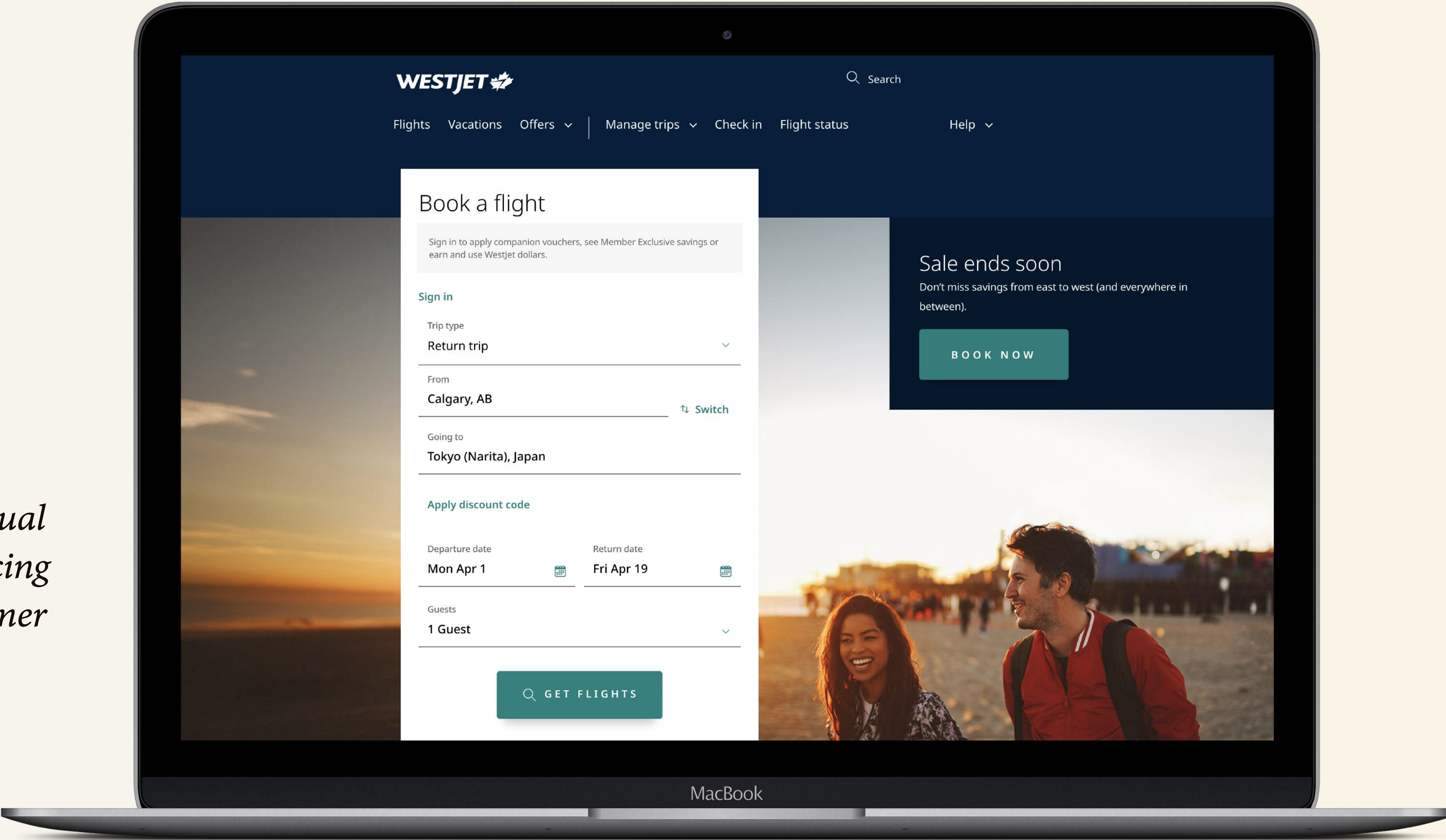


DIGITAL EXPERIENCE



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

2019

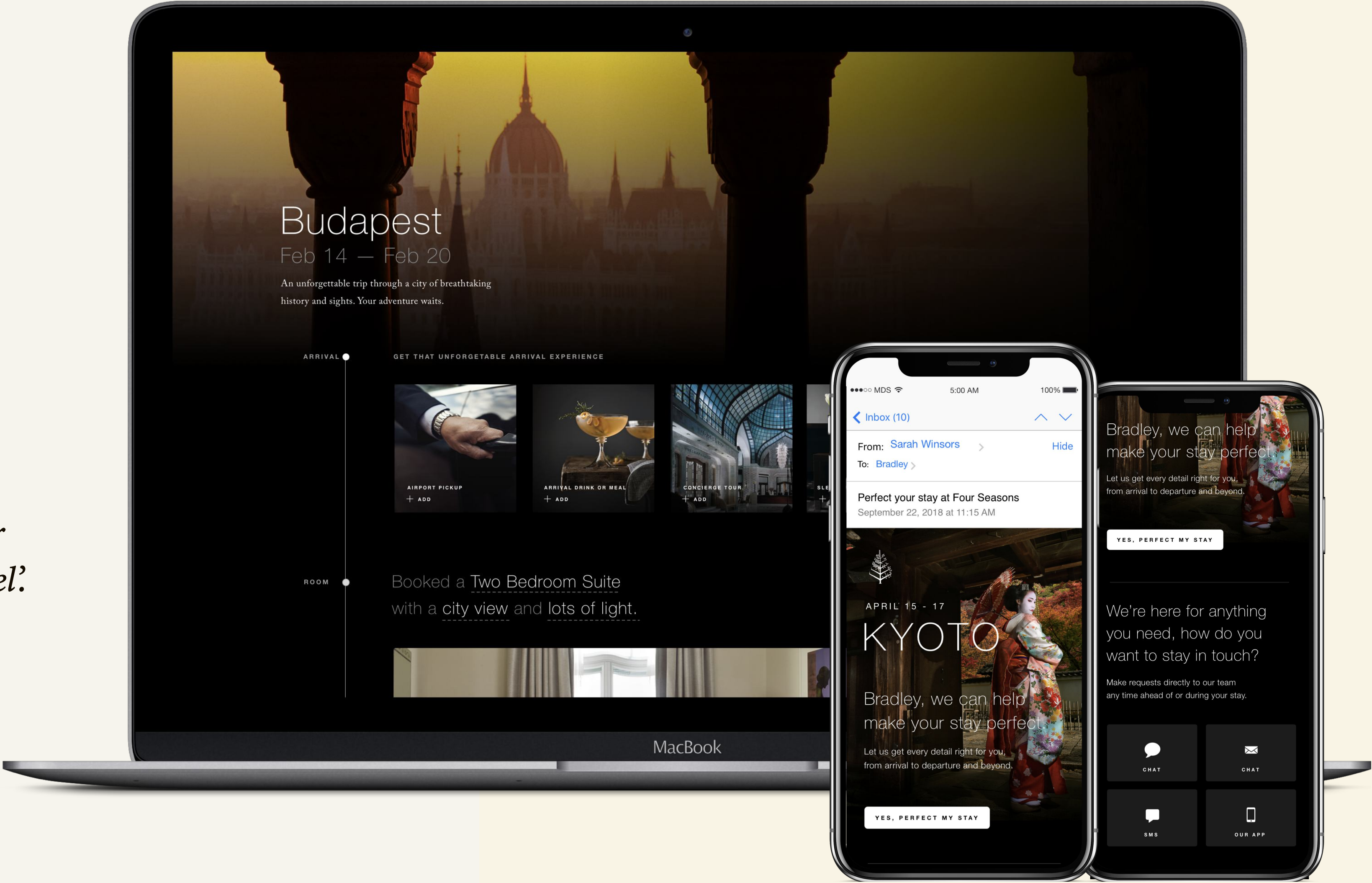


DIGITAL EXPERIENCE



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

2018 - 2020

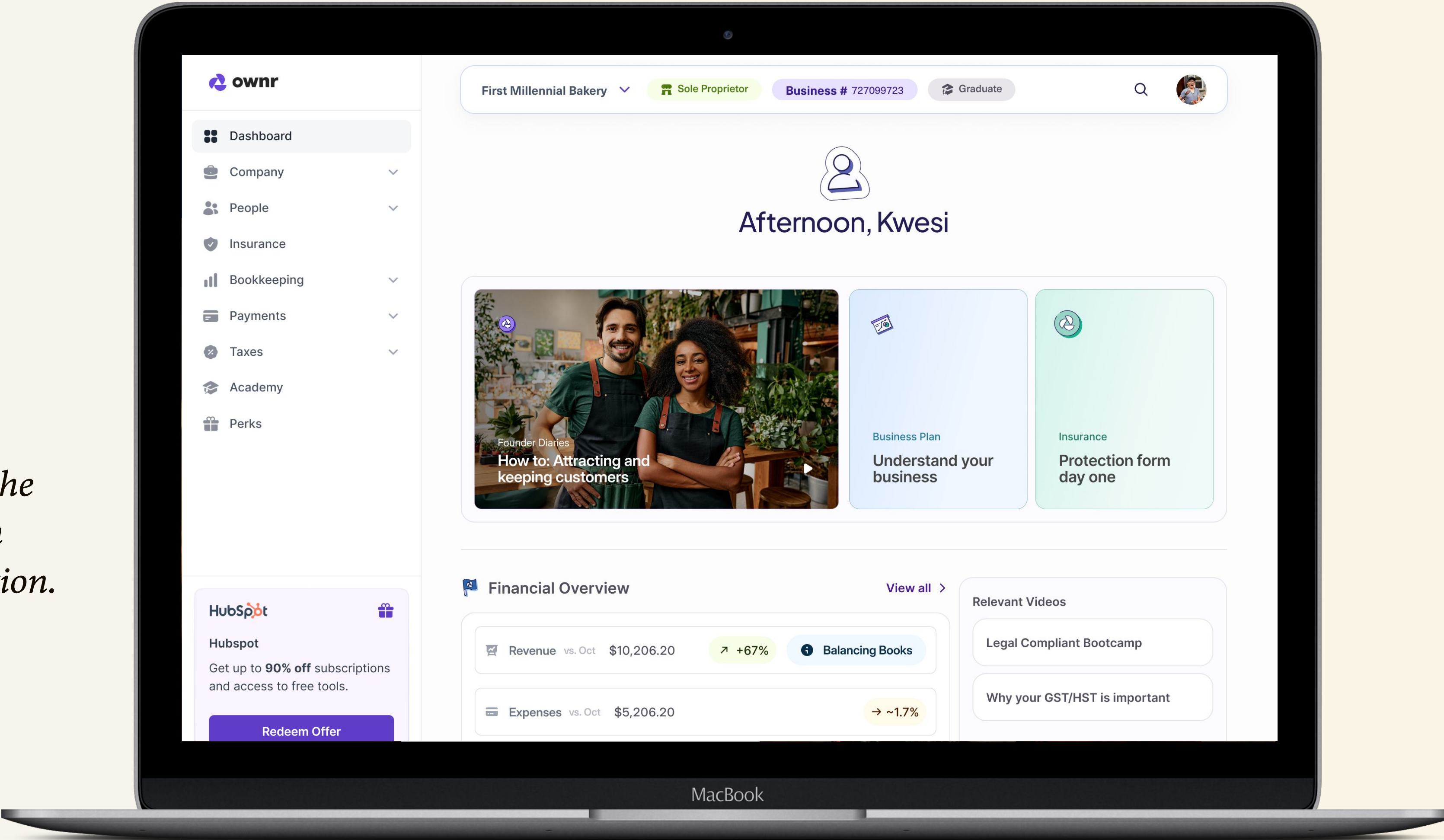


DIGITAL EXPERIENCE



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

2025 — PRESENT



DIGITAL EXPERIENCE

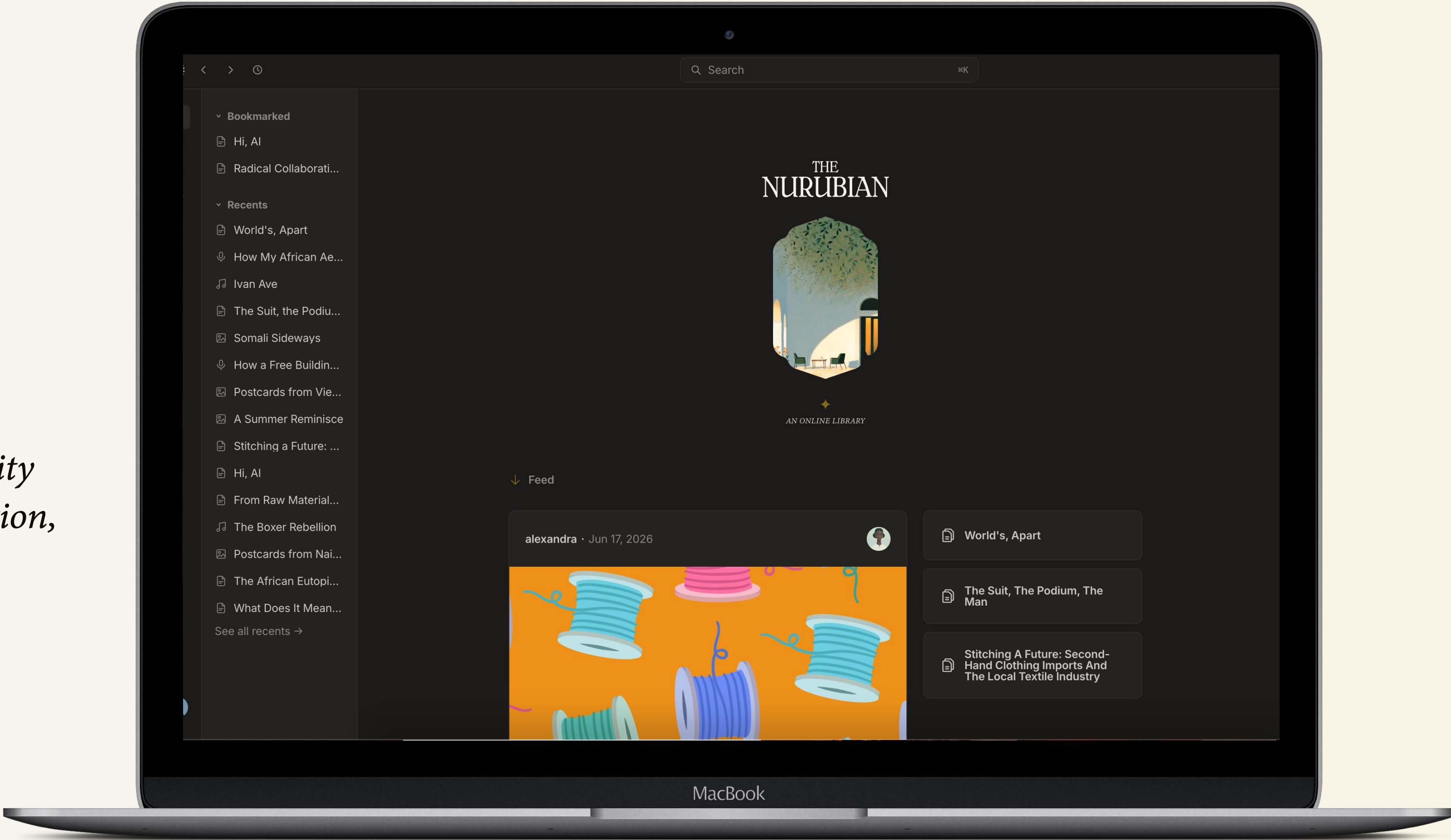


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spans more than one place. Not a publication,
an institution, art-directed as one.*

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Drop a line and say hello.
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