

KWAME YEBOAH

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LEARNING EXPERIENCE DESIGNER · INSTRUCTIONAL DESIGNER · E-LEARNING DEVELOPER

PROFESSIONAL SUMMARY

Learning Experience Designer with an M.A. in Infographics and Interactive Media Design and more than a decade designing instructional and communication materials for technical, regulated, and multicultural audiences. Specializes in the documentation, standards, and performance-support content that distributed teams learn from independently: component and pattern libraries, process guides, job aids, contributor guidelines, and scenario-based walkthroughs, grounded in audience analysis, accessibility practice, and multimedia production. Combines instructional design with hands-on front-end development, so learning content can be built and shipped, not only specified.

CORE COMPETENCIES

ANALYSIS AND STRATEGY Audience and learner analysis | Needs assessment | Content analysis | Task analysis | Learning objectives | Adult learning principles | SME collaboration | Research synthesis

DESIGN AND DEVELOPMENT Instructional content development | Course and curriculum structure | Storyboarding | Scripting | Scenario-based learning | Micro-learning | Job aids and performance support | Technical documentation | Visual and multimedia learning design

ASSESSMENT AND ITERATION Knowledge checks | Formative assessment | Rubric and criteria design | Learner feedback | Usability testing | Pilot review and revision | Iterative design

ACCESSIBILITY AND DELIVERY WCAG-informed accessibility | Plain-language writing | Information hierarchy | Cognitive load reduction | Facilitation and critique | Train-the-contributor guidance

TOOLS AND TECHNOLOGY

DESIGN AND PROTOTYPING Figma, FigJam, Adobe Illustrator, Adobe Photoshop, Storybook

MULTIMEDIA AND VIDEO Camtasia (intermediate: screen capture, editing), Adobe Premiere Pro, Adobe After Effects, motion graphics, 2D animation, photography

CONTENT AND DELIVERY Microsoft PowerPoint, Word, Excel, Confluence, Jira, Slack

RESEARCH UserZoom (Advanced and Core certified), interview and survey synthesis, journey maps, personas

WEB AND TECHNICAL HTML, CSS, JavaScript, React, responsive front-end development, AWS fundamentals

PROFESSIONAL EXPERIENCE

Lead Learning and Product Designer | Blue Umbrella | Remote | Aug 2022 – Present

- Sole designer supporting a distributed team of five engineers plus contract copywriters and junior designers across multiple time zones, owning both the product experience and the internal learning materials behind it.
- Develop structured documentation, build guides, process guidance, and decision records that translate complex product and operational information into clear, reusable learning and performance-support materials.
- Author component and pattern documentation covering purpose, appropriate use, interaction behavior, edge cases, and implementation guidance, enabling distributed teams to apply established standards independently without direct instruction.
- Direct and review contract copywriters and junior designers, providing structured feedback against documented criteria to improve clarity, consistency, and audience comprehension.
- Conduct user research and synthesize findings into journey maps, personas, and organized content that clarify learner and user needs, barriers, workflows, and opportunities before content is built.
- Apply accessibility principles and clear information hierarchy across digital content and documentation to reduce cognitive and usability barriers.
- Designed Traveling Jobs (travelingjobs.com), a travel-healthcare staffing marketplace, from concept through public launch, including the guidance and onboarding content that helped new users navigate the platform.

Learning Experience Designer / Software Engineer | State Auto Insurance (now Liberty Mutual) | Columbus, OH | Nov 2021 – Aug 2022

- Created and maintained structured design-system documentation across Figma and Storybook, explaining foundational components, form patterns, usage guidance, states, and implementation considerations for internal teams.
- Translated complex stakeholder requirements and regulated business processes into clear workflows, guidance, and structured digital experiences that supported user understanding and adoption.
- Built reference material that served as a shared source of truth for business, design, and engineering partners, reducing ambiguity in how standards were interpreted and applied.
- Worked in a highly regulated insurance environment where content clarity, accessibility, consistency, and documented requirements were essential to successful implementation and audit readiness.
- Applied WCAG-informed accessibility practices to make information and interactions clearer and more inclusive.

Software Engineering Fellow | Springboard, in partnership with Microsoft | Remote | Jan 2021 – Nov 2021

- Authored the data-labeling guidelines and instructional materials that contributor teams followed, defining standards, worked examples, and explicit completion criteria for consistent task performance at scale.
- Reviewed submitted work against established criteria and revised the instructional guidance wherever ambiguity or inconsistent interpretation surfaced, running a continuous develop, test, and revise loop on the materials themselves.
- Prepared and quality-checked datasets to written specification, applying in practice the same standards documented for others to follow.
- Completed a 700-hour mentor-reviewed program built on iterative project work, structured feedback, documentation, and applied learning.

Graduate Research and Teaching Assistant | Ohio University | Athens, OH | Aug 2018 – May 2019

- Delivered instruction and one-to-one learning support to students in a media and design program, adapting explanations, demonstrations, and feedback to varied levels of prior knowledge.
- Facilitated critiques and learning discussions that broke down complex visual communication and interactive media concepts into specific, actionable guidance.
- Assessed student work against assignment requirements and stated learning criteria, identifying gaps and coaching learners toward stronger outcomes.
- Supported faculty research and instructional activities in visual communication, interactive media, information design, and digital production.

Creative Executive | RLG Communications | Accra, Ghana | Nov 2014 – May 2017

- Translated client requirements and complex service information into clear visual messages and audience-appropriate communication materials across digital, broadcast, print, and environmental formats.
- Worked directly with clients and internal teams to gather requirements, explain design decisions, resolve open questions, and refine deliverables through structured feedback cycles.
- Adapted communication approaches to different audiences, literacy levels, and delivery contexts during on-site client engagements.

UX Designer / Front-End Developer | Lando Services Ltd. | Accra, Ghana | Nov 2013 – Nov 2014

- Produced multimedia and graphic content, including video editing and digital visual assets, while developing responsive web interfaces.
- Combined visual communication, content organization, and front-end implementation to turn requirements into coherent, usable digital experiences.

EDUCATION AND CERTIFICATIONS

M.A., Infographics and Interactive Media Design | Ohio University | Athens, OH

B.A., Communication Design | Kwame Nkrumah University of Science and Technology | Kumasi, Ghana

Software Engineering Career Track | Springboard, in partnership with Microsoft | 2021

UserZoom Advanced and Core Certification, User Research and Usability Testing | UserZoom | 2022

AWS Certified Cloud Practitioner | Amazon Web Services