



Edem Badu

/ Melbourne, Australia

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Hello.

My name is Edem Badu and I am a Graphic Designer.

I have a vast amount of industry experience working with major brands in-house and also as a freelance designer across multiple sectors including beauty, education, fashion, arts, food, entertainment and corporate.

With a combined knowledge and skill set in Marketing, PR and Design I believe I can add value to a studio team.

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0413 246 228

edem@edembadu.com

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Qualifications

Front End Web Development

General Assembly

Melbourne, Australia 2015

Graphic Design

Shillington School of Design

New York City, USA 2010

Bachelor of Arts (Public Relations)

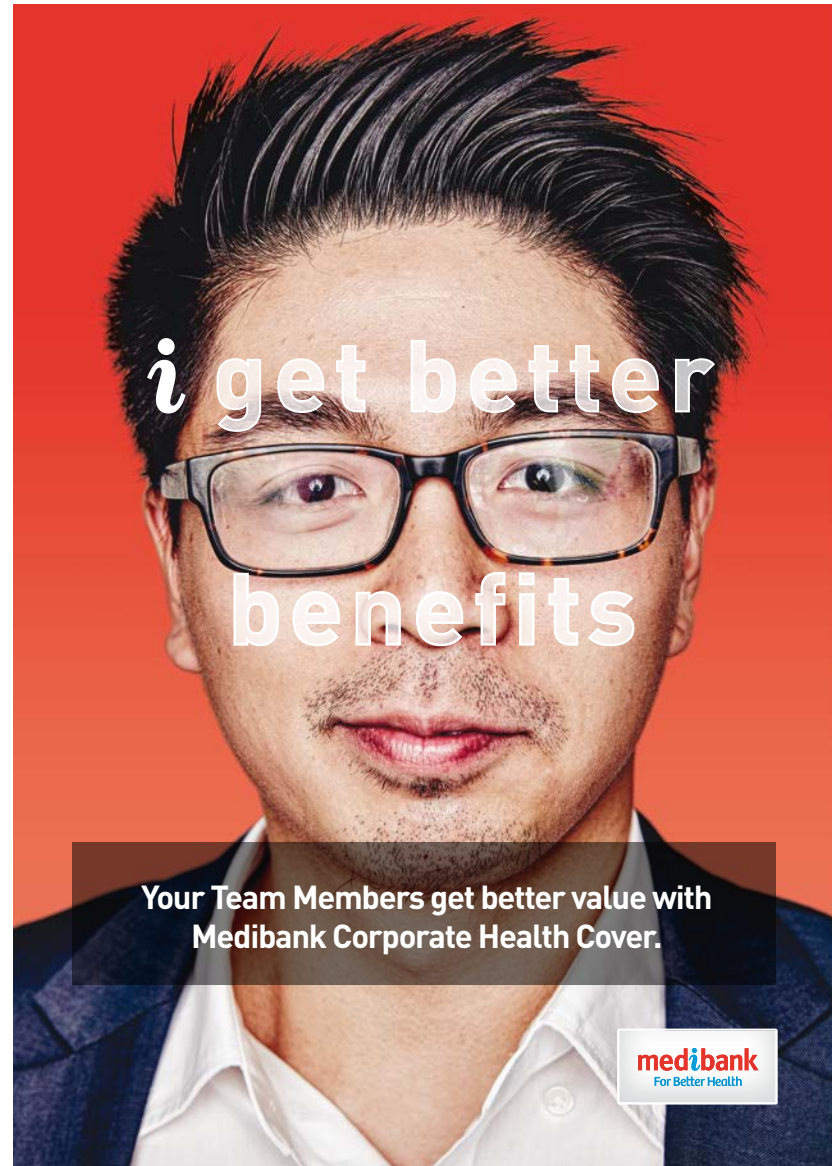
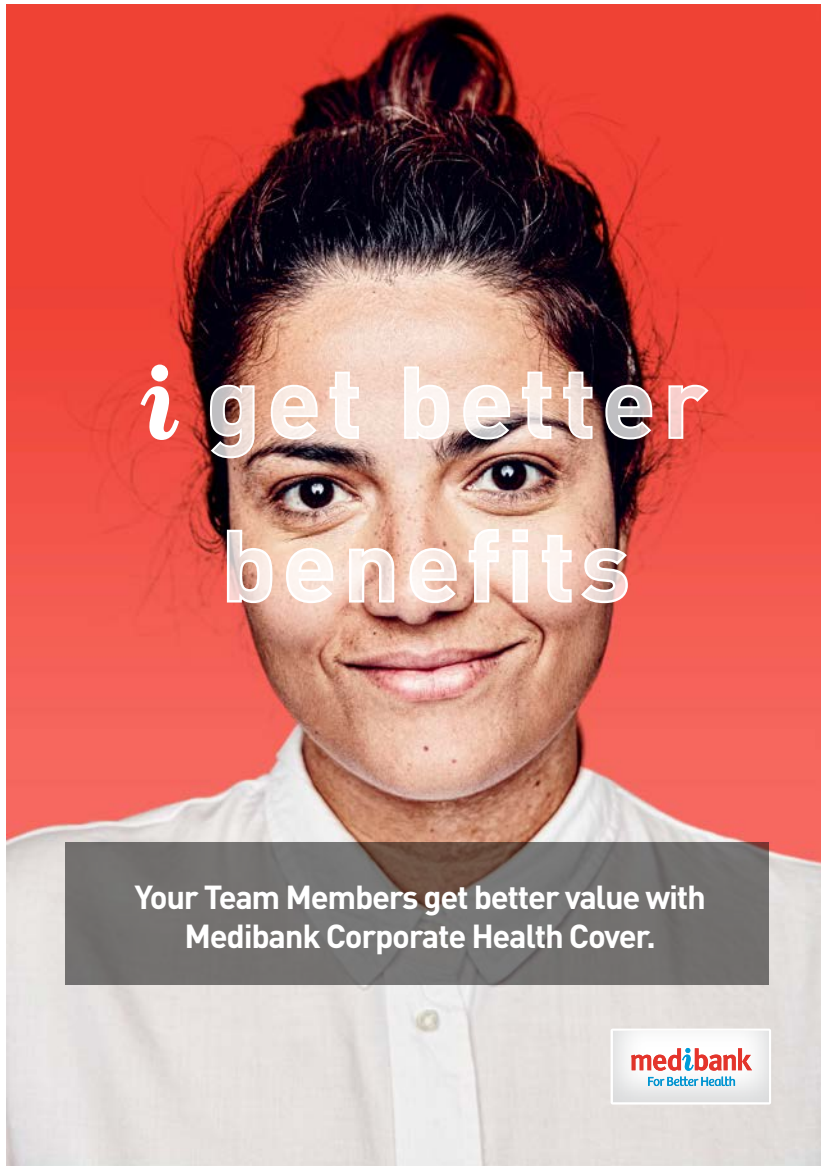
Deakin University

Geelong, Australia 2002

Bachelor of Commerce (Human Resource Mgt + Marketing)

Deakin University

Geelong, Australia 2002





i am \$1000
better off

WIN 1 of 3 \$1000 gift cards

Take our simple 5 minute quiz and you could win 1 of 3 \$1000 gift cards thanks to our ongoing partnership with Medibank.

Visit the MyColes competition community page between 15/6/16 and 5/7/16 to enter.

Join Medibank's Corporate Health Cover to get a 9% discount[^] for you and your family.

- 131 680
- Visit a store
- corporate.medibank.com.au/coles

Competition conditions of entry: To enter, team members must answer all six (6) questions and submit them online. Competition runs from 08:00 on 15th June to 23:59 on 5th July 2016. Only one entry is permitted per team member. Three (3) prizes of \$1,000 Coles Gift Cards will be awarded to three eligible entries. Winners will be announced by 8th July.

mycoles | medibank
For Better Health

Working together to bring you great value health cover



Win 1 of 3
\$1000 gift cards

mycoles | medibank
For Better Health

Medibank
/ Marketing Collateral

-
Rolling out the rebrand and refreshing the marketing collateral for the corporate sector of the organisation.



Kirana Education College

/ Re-brand Roll Out / Catalogue / Course Flyers / Expo Banners / Standard Banners / Expo Artwork / EDM / Business Cards / Icon Set Creation / Illustrations / Social Media Artwork / Presentations

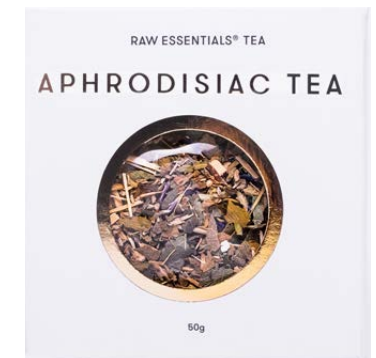
–
Roll out of Kirana Colleges re-brand maintaining consistency across both print and digital platforms.



The Prodigal Daughter

/ Brand Identity / Logo Design / Website Design & Development / Business Card / Lookbook / Swing Tags
/ Garment Label / Packaging Design / Stickers / Print Management

—
Brand identity for online retail fashion line including website design + development and various touchpoints.



Raw Essentials Tea

/ Packaging Design / Dieline Creation / Image Editing / Catalogues / POS / Brochures / Logo Re-design

Dieline creation and packaging design of the nine new blends of herbal tea for Raw Essentials Tea - founded by Janet Roach (Real Housewives Of Melbourne).

NEUE LIVING™



Neue Living

/ Brand Identity / Logo Design / Business Card / Print Management

—

Brand identity for luxury residential Property Developer - Nerissa Avdoulos.
Business cards letterpress printed on duplexed Savoy + Keaycolour.

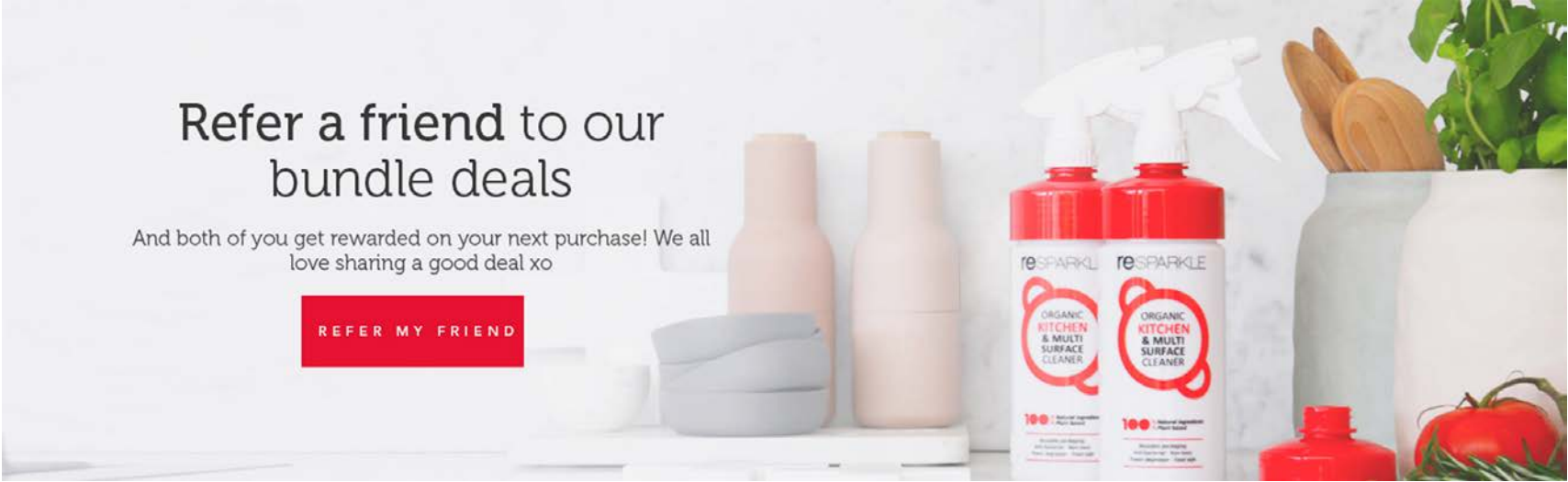


Resparkle

/ Art Direction / Styling / Location Scouting / Image Editing / Packaging

—
Photoshoot to update Resparkle's image in the organic and health market amongst its global competitors.

Working within the brand and budget limitations, new images and style guides were created and used to replace existing print and digital collateral. Images and styling was now fresh, minimal, bright with more white space and clean typographical packages while still retaining some elements of the existing branding for consistency.



Resparkle
/ Digital banner design

—
Recreating digital banners from new photoshoot for website, email newsletters and social media marketing.



Resparkle
/ Digital banner design

—
Recreating digital banners from new photoshoot for website, email newsletters and social media marketing.



Resparkle

/ Product styling / Packaging design

—
iPhone snapshots during our photoshoot to create stop motion video and social media images.



Resparkle
/ Packaging Design / Packaging brand development / Illustrations / Concept Mockup

-
Packaging design to launch the new range of natural powders for a healthier lifestyle.

eco removals



Eco Removals + Eco Packing

/ Logo Design / Branding / Collateral Design / Social Media / T-shirts

Eco friendly and sustainable moving solutions.

skin+pepper

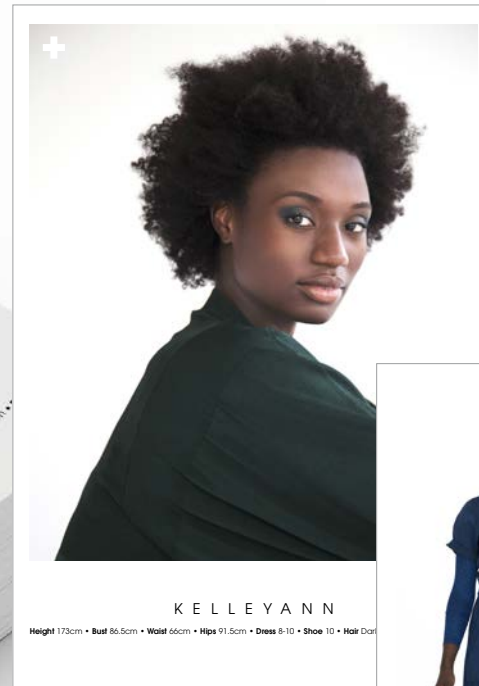
MODEL AND FILM



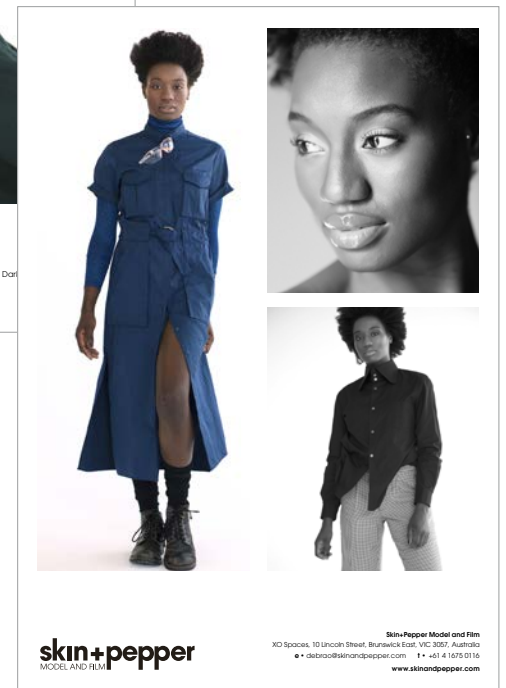
Skin+Pepper

/ Logo Design / Branding

—
Brand Identity for start-up international modelling and film agency based in Melbourne, Australia.



Height 173cm • Bust 86.5cm • Waist 66cm • Hips 91.5cm • Dress 8-10 • Shoe 10 • Hair Dark Brown



skin+pepper
MODEL AND FILM

Skin+Pepper Model and Film
XO Spaces, 10 Lincoln Street, Brunswick East, VIC 3087, Australia
• debra@skinandpepper.com • +61 4 1675 0116
www.skinandpepper.com

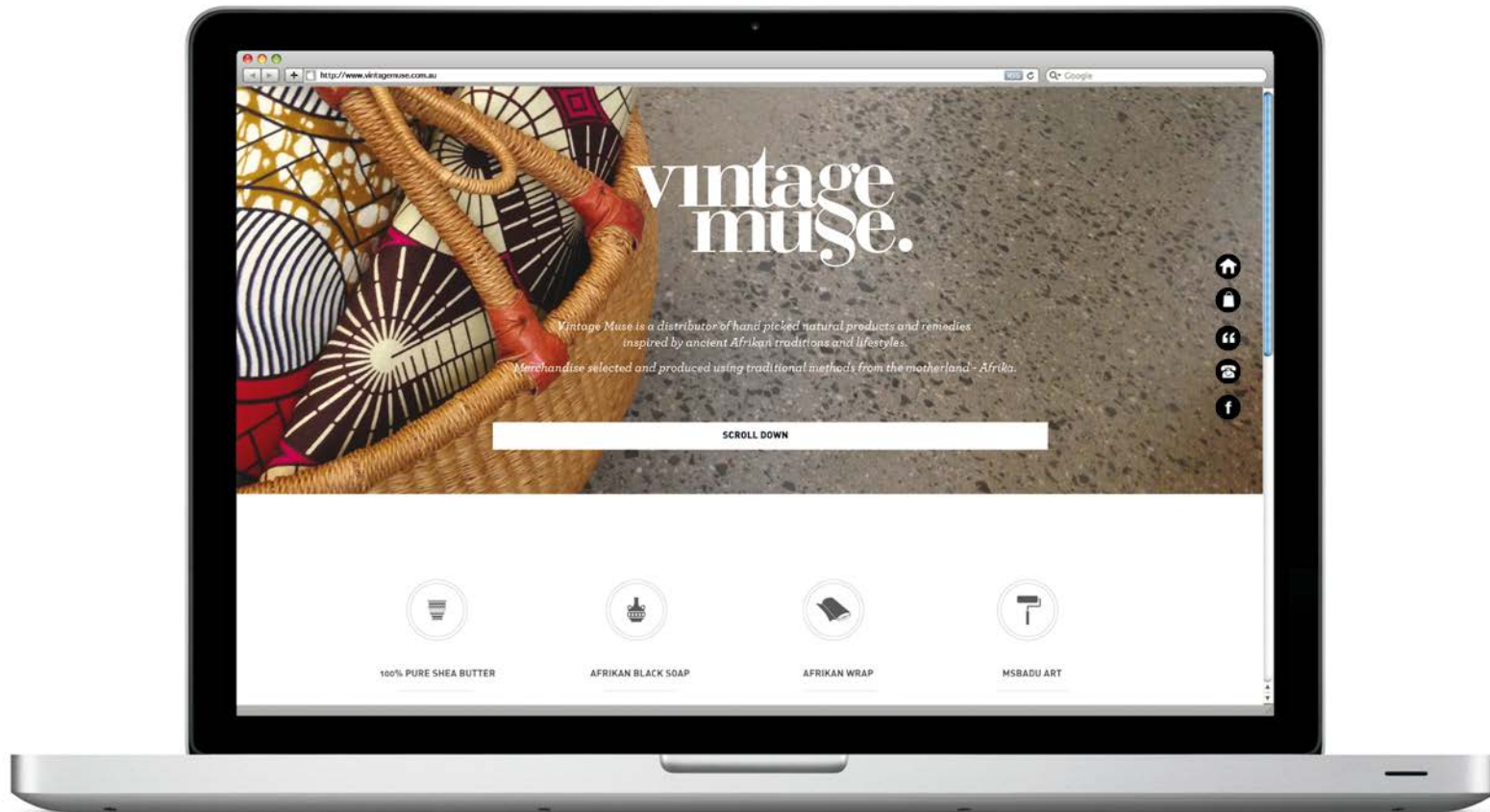
Skin+Pepper
/ A6 Comp Card Design

—
A clean and minimal approach.



Skin+Pepper
/ Business Card Design

—
Clear foil stamped letterpress on duplexed White Crane Lettra 350gsm and Jetblack Keaykolour 450gsm.



Vintage Muse

/ Logo Design / Branding / Naming / Web design / Image Editing / Illustrations

—
An eclectic collection of hand picked items from across the Afrikan Continent to inspire connection back to the motherland.



Liberty Cocoa

/ Logo Design / Illustrations / Branding / Packaging / Concept Mockup

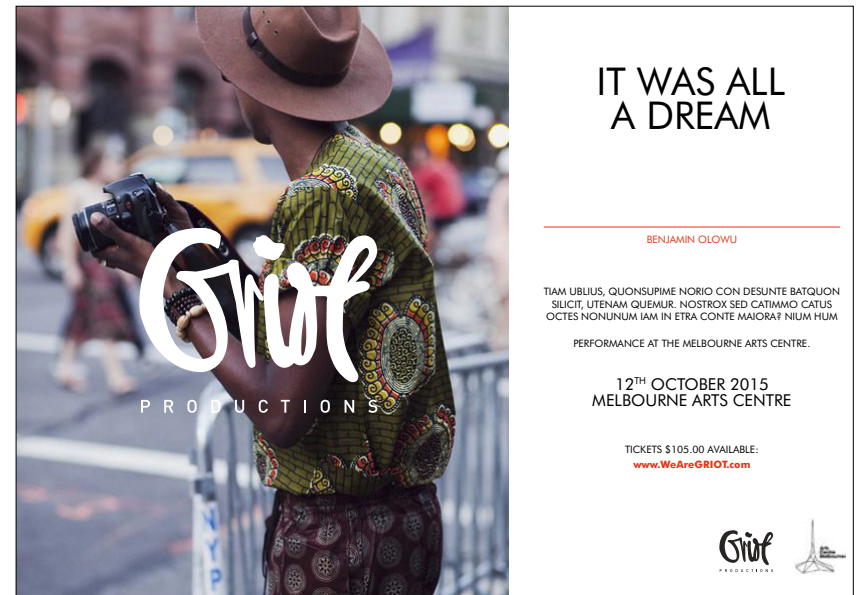
—
A new venture business importing raw cocoa powder from Ghana to the Australian market.



Griot Productions

/ Logo Design / Branding / Business Cards / Collateral Design / Concept Mockup (examples)

Logo design, branding and concepts of initial print collateral: business cards and promotional flyer layout for upcoming events.





/ Visit
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