

Ebenezer Hans Mensah

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AREAS OF EXPERTISE

UI/UX Design

WordPress & CMS Platforms

E-commerce Website Design

Website Maintenance & Troubleshooting

Responsive Web Design

Web Accessibility (WCAG Compliance)

Graphic Design & Branding

Client Communication & Project Management

HTML, CSS & JavaScript

SEO & Web Performance Optimization

Google Analytics & Tag Manager

Adobe Creative Suite

EDUCATION

Toronto Metropolitan University

Master of Digital Media

Toronto, ON

Jan/2023 – Jan/2024

Intercom Programming & Manufacturing Co. Ltd (IPMC)

Professional Diploma in System Engineering

Sep/2014 – Sep/2015

Kwame Nkrumah University of Science and Technology

B.Sc. Computer Science

Aug/2010 – June/2014

WORK EXPERIENCE

Keystone Media LLC

Senior Website Designer (Remote)

Phoenix, Arizona

June 2019 – Present

- Design and develop over 20+ responsive websites and landing pages that has led to a 30% increase in user engagement and a 25% boost in conversion rates.
- Implement SEO best practices in web design, resulting in a 40% improvement in organic search rankings and a 20% increase in web traffic.

SPEED Hockey Development

Website Designer (Contract)

Etobicoke, Canada

Jan 2024 – Apr 2024

- Led the redesign of SPEED Hockey Development website, improving usability and aesthetics, which resulted in a 68% increase in time spent on the site and a 20% reduction in bounce rates.
- Optimized website performance, reducing load times by 25%, and enhancing overall user experience across devices.

PC Agent

Website Designer (Part Time)

Toronto, Canada

Mar 2023 - Dec 2023

- Led the redesign of PC Agent's corporate website, improving usability and aesthetics, which resulted in a 50% increase in time spent on the site and a 20% reduction in bounce rates.
- Optimized website performance, reducing load times by 35%, and enhancing overall user experience across devices.
- Provided regular maintenance and website security.

Digitimize

Website Design Lead (Remote)

Etobicoke, Canada

Sep 2017 - May 2019

- Conducted regular website audits to ensure cross-browser compatibility, mobile responsiveness, and adherence to web accessibility standards.
- Redesigned and updated e-commerce and business websites, improving conversion rates by 30% through strategic UI/UX improvements, A/B testing, and streamlined navigation.

PERSONAL PROJECTS

DIGIBY

[\(https://digiby.site/\)](https://digiby.site/) – I founded Digiby, a freelance web design agency specializing in creating high-quality, user-friendly websites for businesses across various industries.

June 2024 - Present

AI PRESS

[\(https://aipress.ca\)](https://aipress.ca) - AI Press is a personal blog I designed to educate and provide insights into the fascinating world of Generative AI.

May 2023 - Present

HEALTHYSLIDE

[\(https://healthyslide.com/\)](https://healthyslide.com/) - Healthyslide is a health blog I designed to serve as a source of health information and the fastest-growing consumer-friendly platform, reaching thousands of people.

June 2020 - Present

CERTIFICATIONS

Google UX Design Professional Certificate, Online

2024

ADaPT (Advanced Digital and Professional Training), Diversity Institute, Canada

2024