

DANIEL E. K ROGERS

2021 - 2025

GRAPHIC DESIGN | WEB DESIGN

Portfolio.

Design is not just what you see, it's how it makes you feel.



@DEKWAMEROGERS@GMAIL.COM



+233 55 116 2990



Hey, I'm Dre

BACKGROUND

I started as a web developer, learning how to build things that work before focusing on how they look. That foundation shaped how I approach design today; with structure, logic, and purpose.

As my work evolved, I moved into branding and visual design, drawn by the challenge of making ideas clear and usable. I now work at the intersection of design and development, using both to solve real problems.

SPECIALTIES

- Brand identity & logo design
- Website design & Development
- Full Stack web app development
- WordPress website builds
- Design-to-development collaboration
- Technical guidance & mentorship

EXPERIENCE

I've worked across branding, web design, and web development on projects ranging from early concepts to fully built websites.

My experience includes designing brand identities, building responsive websites with WordPress and custom code, and translating ideas into clear, functional digital experiences. I'm comfortable taking projects from concept to execution and explaining decisions along the way.

I focus on clarity in design, in code, and in communication.

SOFTWARE



DESIGN AREAS

I work across multiple design disciplines, with a focus on clarity, consistency, and usability. Rather than following a fixed visual style, I adapt my approach to the problem, the audience, and the context.

My design work spans branding, logo design, and digital interfaces, ensuring that visuals are not just appealing but purposeful and aligned with business goals.

ADDITIONAL SKILLS

Beyond design and development, I bring supporting skills that help projects move faster and more smoothly.

These include content structuring, basic UI/UX thinking, technical documentation, and the ability to explain complex ideas in simple terms. This makes collaboration easier and outcomes more sustainable — especially for teams and learners.

Skills & Expertise



Branding & Logo Design

Telling the stories that need to be told



PROJECT 1

THE PROBLEM

FHAIT was a new startup entering the market without an established identity. They needed a clear brand foundation to confidently build their website and communicate their vision to investors.

THE APPROACH

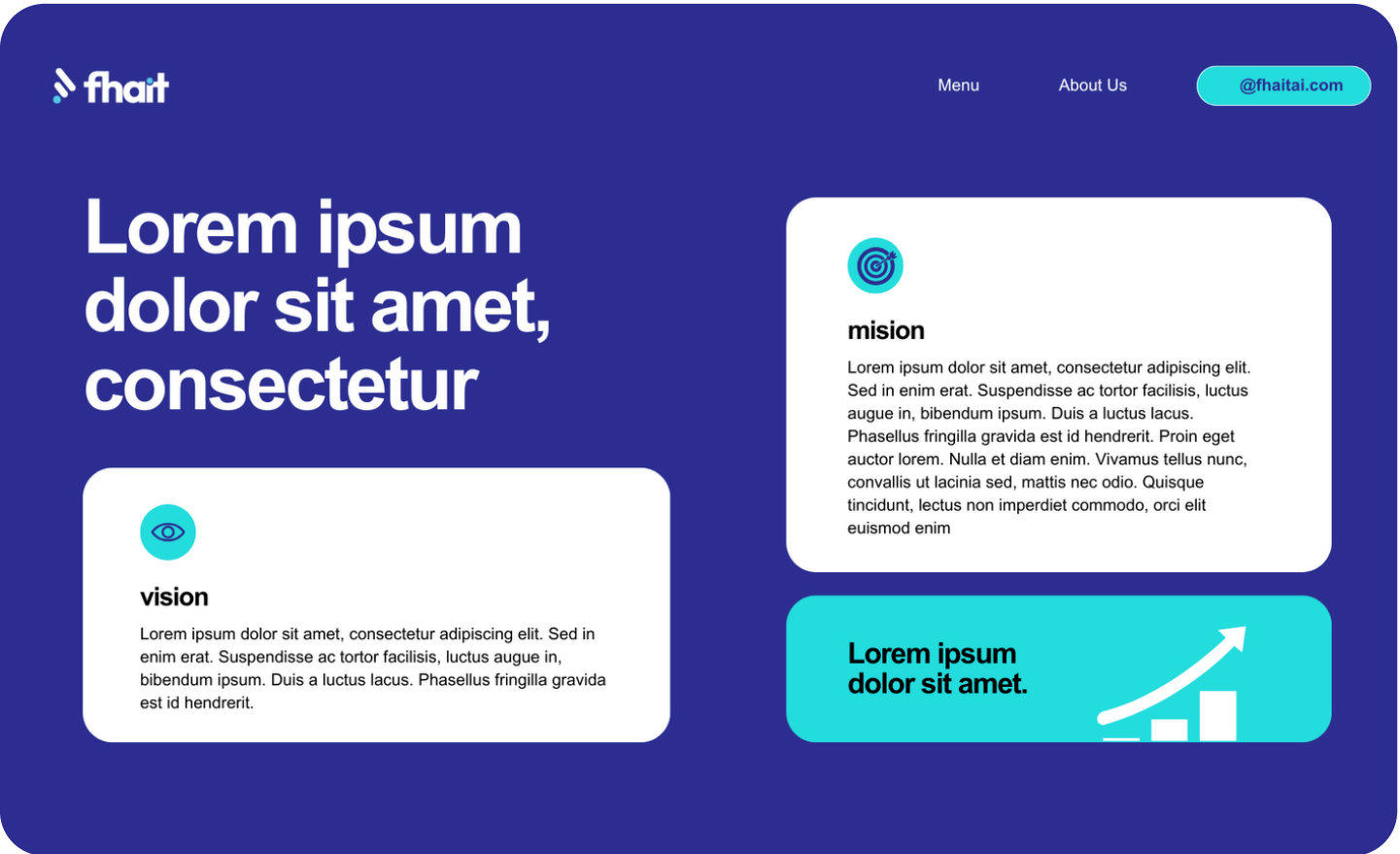
We began with collaborative brainstorming to clarify the product vision, positioning, and tone. Several naming options and design directions were explored before aligning on FHAIT and a brand direction that balanced technology, trust, and human potential.

THE SOLUTION

I developed a complete brand identity system that could scale across digital platforms. This included a comprehensive brand guide and a flexible pitch deck template aligned with the brand's visual language.

SERVICES

Logo design • Brand identity system • Pitch deck design



PROJECT 2

THE PROBLEM

Akoma Safari needed a strong visual identity and an online presence to represent their brand.

They required a logo and website that could communicate trust, authenticity, and the experience they offer .

THE APPROACH

I focused on understanding the brand's personality, audience, and the story they wanted to tell.

From there, I explored visual directions that balanced character, clarity, and usability — ensuring the logo and website worked together as one system.

THE SOLUTION

I designed a distinctive logo and built a website that reflects Akoma Safari's identity and values.

The visual language and site layout were developed to feel welcoming, credible, and easy to navigate.

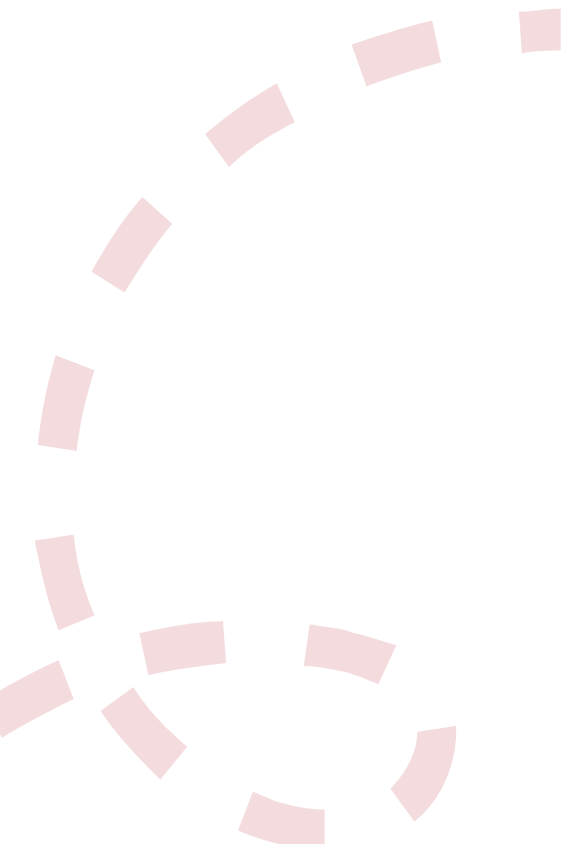
SERVICES

Logo design • Website design



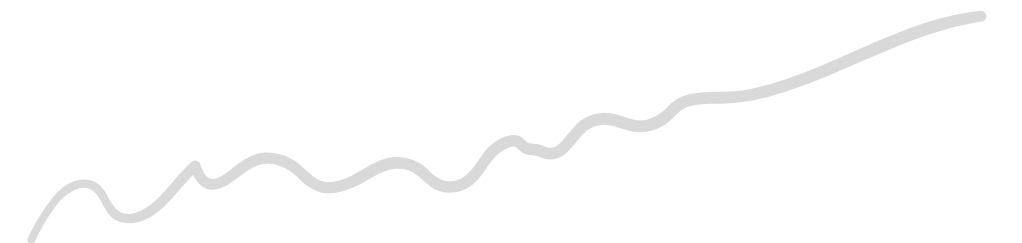
Discover the
Heart of African
Culture.

Visit Us

A decorative graphic on the left side of the page, consisting of a series of pink dashed lines forming a circular shape.

Website Design & Development

Telling the stories that need to be told



PROJECT 1

THE PROBLEM

An HR company needed a digital system to manage and vet applicants more efficiently. Manual document review and reporting were time-consuming, inconsistent, and difficult to scale.

THE APPROACH

I approached the project as a workflow problem, not just a web build. The focus was on understanding how applicants submit information, how reviewers assess it, and where automation could meaningfully reduce friction.

THE SOLUTION

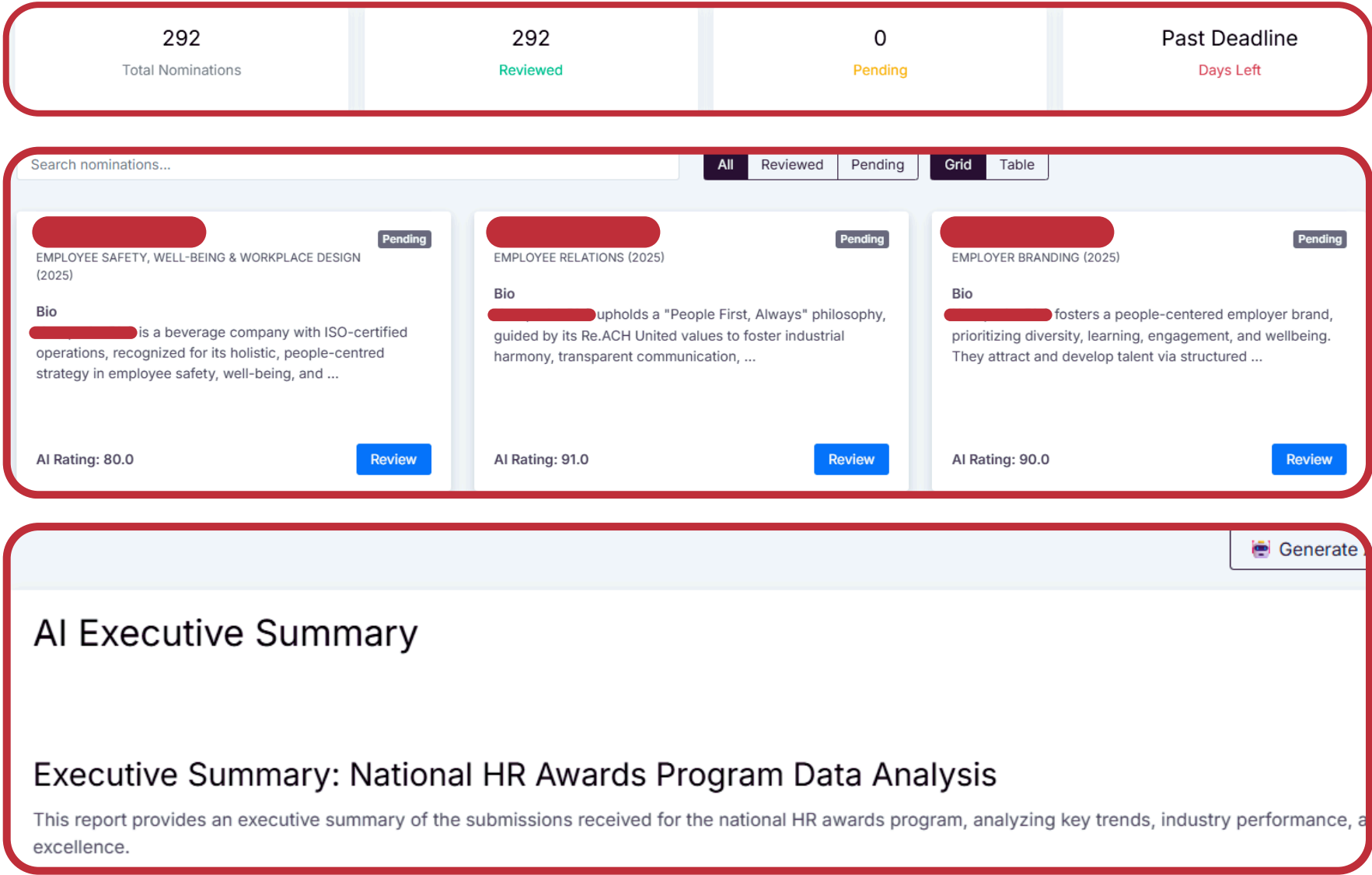
I designed and developed a web-based vetting platform that allows applicants to submit documents and enables reviewers to manage submissions efficiently.

AI was integrated to **analyze and vet applicant documents, generate structured reports automatically, allow users to chat with the data,** and support faster, more consistent evaluation.

The system combines clear interface design with intelligent automation to improve both speed and accuracy.

SERVICES

Web application development • AI integration • Workflow automation • Reporting system design



The company gained a scalable vetting platform that streamlines applicant review and reduces manual workload, while maintaining clarity and control in the evaluation process.

PROJECT 2

THE PROBLEM

Fashion Fragrance needed an online store to sell perfumes and establish a recognizable brand presence.

They required an e-commerce website that looked appealing, worked smoothly, and could be easily managed.

THE APPROACH

I focused on creating a clean, product-forward experience that highlights the fragrances while keeping the buying process simple.

THE SOLUTION

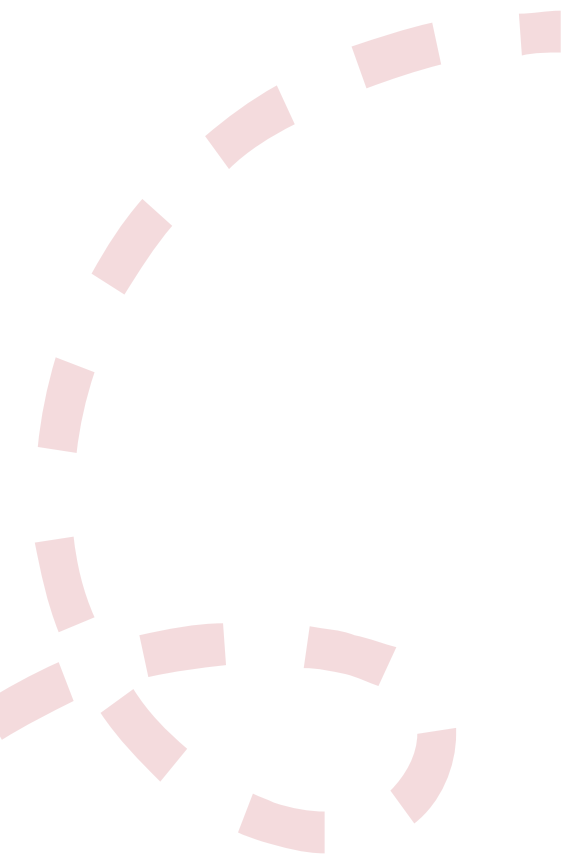
I designed and built an e-commerce website tailored for perfume sales, with clear product presentation and a straightforward checkout flow.

SERVICES

E-commerce website design • Web development • Product layout design • Brand apparel design



Fashion Fragrance launched with a functional online store, giving the business a stronger foundation for selling and growth.



Other Works





ARUKA
Renewing Minds, Restoring Lives

live your best life

Book a sit-down



Individual & Group Therapy
Workplace Mental Health
Child & Adolescent Mental Health
Psychoeducation & Training

aruka center
0531400956
125 Hootoo-Atomic Rd.



BOAT REALTIES
LANDS, PROPERTIES & MORE

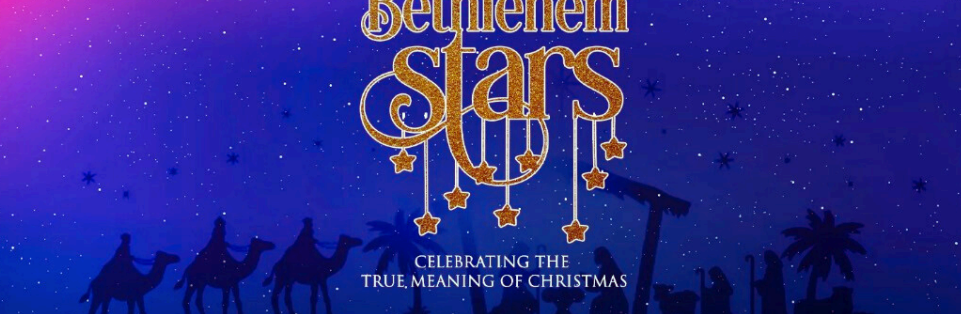
AT BOAT REALTIES, WE DON'T JUST SELL PROPERTY—WE DESIGN AND BUILD YOUR FUTURE. FROM LAND ACQUISITION TO CONSTRUCTION, OUR TEAM IS WITH YOU EVERY STEP OF THE WAY.

TRUST BUILT IN. HOMES BUILT RIGHT.



Bethlehem stars

CELEBRATING THE TRUE MEANING OF CHRISTMAS



HAPPY NEW MONTH

Welcome To
OCTOBER

October has arrived—
and with it, a prophetic shift!

As God's servant, I speak into your life with decrees that will shape your month by the Spirit of the Lord.



ALUMNI CAREER MENTORSHIP DAY

Fri, 14th November 2025 **8AM PROMPT** Life Preparatory School Premises

life preparatory school life preparatory school jhs 0558574214 | 0244759070

The Creative Design Workshop

COURSE OUTLINE

- Introduction to Graphic Design
- Design Principles & Color Theory
- Typography & Layout Techniques
- Mastering Branding & Visual Identity
- Tools & Software (Canva, Photoshop, Illustrator)
- Creating Social Media & Marketing Designs
- Hands-on Design Projects
- Unlimited Access to Mentorship

ONLINE CLASSES **REGISTRATION FEE GHS 600** **FOR ENQUIRIES, CHAT 0574866000**





LEADERSHIP WORKSHOP 2025
Raising Transformational Leaders for the Church & Society

THEME
EMPOWERING LEADERS FOR EFFECTIVE MINISTRY AND GROWTH

"Whoever wants to be a leader among you must be your servant" Matthew 20:26

WHO CAN ATTEND?
Mandatory for all St. James group leaders (Subsidized fee applies)
Open to all church members (Free attendance, certificate available upon request)

SATURDAY 22ND MARCH 2025
09:00 AM – 2:30 PM

ST. JAMES CATHOLIC CHURCH, SAVA

FOR REGISTRATION & INQUIRIES:
BALO DIANA: 0540712770
JUSTICE: 0247623921
JOHNSON: 0548073661



EXCURSION
SHAI HILLS GAME RESERVE



PCG GRACE MEN'S WEEK
Celebrating our heritage:
Persisting in Mission
Men Go Labor On

14TH JUNE
DEPARTURE AT 07:00AM



estels
Fruit Juice
Minty Pine
100% Natural



Jumeni Waste
Smart, Affordable Waste Management.



Presented by: Elyn Amadi, CEO

Who we are"

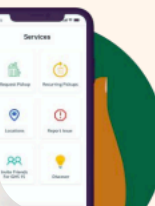
We are Jumeni, Ghana's trusted partner in waste management and environmental excellence. At Jumeni, we don't just collect waste, we create cleaner, healthier communities where people thrive. Our platform combines cutting-edge mobile technology with a reliable network of verified waste collectors to provide professional, affordable, and convenient waste collection solutions tailored to your needs.

Our Mission
To make waste management sustainable, affordable, accessible, to every Ghanaian by leveraging technology.

Our Vision
A cleaner Ghana where waste is seen as a resource, communities are empowered, and technology drives a circular economy.

About us

Jumeni is a Ghanaian technology firm located in Accra, established in 2018 by a group of young innovators who connected during the Meltwater Entrepreneurial School of Technology (MEST) training program. We are a tech-enabled waste collection service provider operating throughout Accra, catering to households, businesses, real estate developments, restaurants, hospitality venues, educational institutions, and beyond. We have developed a service that merges operational efficiency with environmental sustainability and social impact, making waste management accessible, affordable, and dependable for urban residents across Ghana.





THANK YOU

A big thank you to all participants and speakers for making SES 2025 a success. Your support and participation made it unforgettable.



BIGAILS Hub

We sell classy, affordable and quality bags, shoes and clothes

What are you waiting for?
ORDER NOW
0559325221



LET'S TALK VOCALS
WA EDITION

Join us for this 2-hour workshop where you'll learn things every vocalist should know such as:

- Voice Articulation
- Understanding Basic Harmony
- Riffs and Runs

SAT, 2ND AUG, 2025 **GHS 100**

REGISTER 0543510377
0501762789
0543146046



Let's create something extraordinary together.



+233 55 116 2990



DEKWAMEROGERS@GMAIL.COM

Daniel E. Rogers