

PATRICIA KONADU MENSAH

PROFILE

Motivated and detail-oriented graduate student pursuing a Master’s degree in Technical Communication at Texas Tech University. Passionate about user-centered design, design thinking, instructional design, and environmental rhetoric. Committed to incorporating indigenous knowledge and promoting inclusion by creating accessible, and human-centered content for different communities.

EDUCATION

Master of Arts in Technical Communication , <i>Texas Tech University</i> 	Aug 2024 – present Lubbock, United States
Relevant Courses: Foundations of Technical Communication, Theories of Invention in Writing, Instructional Design.	
Bachelor of Arts in Communication Studies , <i>Ghana Institute of Journalism</i> 	Sep 2015 – Sep 2019 Accra, Ghana
Relevant Courses: Creative Writing, Introduction to Journalism, Public Relations, Social Psychology, Communication Research Design, New Media, Basic Statistics.	
General Arts , <i>Afia Kobi Ampem Girls Senior High School</i> 	Sep 2012 – May 2015 Kumasi, Ghana
Relevant Courses: English, Mathematics, Science, Government, Social Studies.	

PROFESSIONAL EXPERIENCE

Graduate Parttime Instructor - ENGL 1301: Introduction to College Rhetoric , <i>Texas Tech University English Department</i>	Aug 2024 – present Lubbock, United States
- Teaches first-year composition, which focuses on academic writing, critical thinking, and rhetorical analysis. - Facilitates classroom discussions and activities to build students’ understanding of rhetorical strategies and their application in various contexts.	
Public Relations Officer , <i>CSIR-Crops Research Institute (CSIR-CRI)</i> 	Aug 2022 – Jul 2024 Kumasi, Ghana
- Hosted scientific events and seminars. - Developed content strategies for cropsresearch.org and CSIR-CRI social media platforms. - Reviewed scientific papers for local newspapers and online platforms. - Accompanied scientists on field expeditions, and generated reports that informed public outreach campaigns.	
Writer , <i>Cashcow Makers</i>	Feb 2021 – Jul 2022 Remote, Ghana
- Leveraged strong research and writing skills to craft compelling video scripts for various YouTube channels. - Tailored content to specific audiences and captured the tone and style of each channel while ensuring informative and entertaining content.	
Content Creator , <i>Whizzy Digital</i> 	Sep 2020 – Dec 2023 Remote, Ghana
- Wrote articles for pesticontrol.com, leveraging advanced search engine optimization (SEO) tools, keyword research, and writing techniques to improve website traffic and search ranking. - Used various content creation tools (WordPress, Neuroun Writer, MarketMuse, SEMrush, Bramework, ChatGPT) to deliver high-quality, engaging content.	
Communications Officer , <i>National Identification Authority of Ghana (NIA)</i>	Aug 2019 – Jan 2022 Accra, Ghana
Developed and executed communication strategies to educate Ghanaians nationwide on the importance of registering for the ECOWAS Identity Card. This involved extensive travel to various regions within Ghana.	

SKILLS

- Content Creation
- Writing
- Video Editing
- Communication and Public Relations
- Research and Data Analysis
- Graphic and Instructional Design

AWARDS

- S Stotzer Technical Communication Endowed Scholarship,** 03 Mar 2025
Awards and Scholarships Committee, TTU English Department
This scholarship is awarded to students majoring in Technical Communication to support their studies and research activities.
- ANTOA Best Short Story, A New Touch of Africa (ANTOA)**  01 Mar 2021
Awarded "Best Short Story" for "Sankofa" at the prestigious A New Touch of Africa (ANTOA) literary competition.
- Miss Eloquence, Miss Golden Stool** 08 Nov 2020
Demonstrated exceptional confidence and persuasive communication skills, earning the Miss Eloquence Award at the Miss Golden Stool Pageantry in 2020.

VOLUNTEER ACTIVITIES

- Ready Writing Competition, Judge** Lubbock, United States
Judged the Ready Writing Contest on three occasions, grading high school students' essays based on content, organization, and style.
- Lafiya Clinic, Receptionist** Accra, Ghana
Served as front-desk receptionist at Lafiya Clinic, managing patient intake, appointment scheduling, and providing courteous support in a fast-paced healthcare environment.
- Ghana Broadcasting Corporation (GBC), Script Supervisor** Accra, Ghana
Developed engaging content for the GBC show *Expectations*, as a Script Supervisor.

CERTIFICATES

- Learn Figma - UI/UX Design Essential Training, Udemy** Jan 2025
The course teaches how to use Figma to create beautiful User Interfaces and engaging prototypes. Online
- General Course on IP, World Intellectual Property Organization (WIPO)** Feb 2023 – Mar 2023
This course delved into key IP concepts, including patents, trademarks, and copyrights, solidifying my understanding of the fundamentals of intellectual property. Online
- Skills for Speaking Effectively: The Art of Speaking, Alison College** Apr 2022 – May 2022
The course gave practical insight for crafting persuasive arguments, overcoming performance anxiety, audience engagement, message clarity, and delivery confidence. Online

LANGUAGES

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|---------------------------------------|--|-------------------------------------|
| English
C2- Proficient User | French
A2 - Elementary Proficiency | Akan (Twi)
Native Speaker |
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CONFERENCES

- Texas Tech University Graduate Student Arts & Humanities Research Competition,** 12 Nov 2025
Accessible ≠ Inclusive: Rethinking How We Design for Accessibility and Inclusion in Digital Platforms

The ACM Special Interest Group on Design of Communication (ACM SIGDOC), <i>Empathy-Driven UX Design for Enhancing Accessibility in Digital Platforms for Elderly Users</i>	24 Oct 2025
Council for Programs in Technical and Scientific Communication (CPTSC) Conference, <i>Accessible ≠ Inclusive: Rethinking How We Design for Accessibility and Inclusion in Digital Platforms</i>	23 Oct 2025
UW-Madison chapter of the Rhetoric Society of America , Spring Symposium, <i>Analyzing Rhetorical Strategies in Communicating Climate Change Information in Ghana</i>	Apr 2025