

RONNIE MBUGUA

Brand Identity & Website Developer

DETAILS

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LINKS

[Websites Created](#)

[Portfolio](#)

[Instagram](#)

[Behance](#)

SKILLS

Leadership

Adaptability

Web Design

Branding & Identity Design

Layout Design

WordPress

Task Management

PROFILE

As a driven and goal-oriented creative, I am deeply committed to continuous growth and possess a strong passion for my craft. With a wealth of experience in Brand Strategy, Brand Identity and Web Design, I bring consolidated expertise to every project I undertake. My strong communication and interpersonal skills allow me to navigate the professional world and adapt to various situations seamlessly. I am a highly analytical and detail-oriented individual with exceptional time management abilities that enable me to meet tight deadlines in my work and extracurricular activities. I approach every task with a dedicated and responsible mindset, ensuring that I consistently deliver results that exceed expectations.

[LinkedIn](#)

EMPLOYMENT HISTORY

Freelance

Elixir Dsgn

Nov 2017 — Present

Designing and building cohesive brand identities and custom websites for diverse clients, delivering user-centered, responsive, and functional designs. Managed end-to-end projects, including design, development, and client consultations, ensuring tailored solutions to meet specific business needs.

Art Director | Full-time

Kenyans.co.ke

Nov 2023 — Jul 2024

- Spearheading creative direction and design strategy, ensuring brand consistency across all projects.
- Managing and mentoring a high-performing design team, fostering collaboration and professional growth.
- Conceptualizing and executing innovative visual solutions for digital and print media.
- Overseeing multiple projects, ensuring timely completion and maintaining high-quality standards.
- Collaborating with cross-functional teams, presenting design concepts to key stakeholders, and contributing to the evolution of the brand's visual identity.

Adobe Creative Suite

Microsoft Office

Print Design

Presentation Design

Digital Photography

LANGUAGES

English

Kiswahili

HOBBIES

Photography, Reading, Sudoku,
Fitness & Drawing

Creative Designer | Full-time

Kenyans.co.ke

Sep 2023 — Nov 2023

- Designing visually engaging website layouts and interfaces.
- Generating creative concepts through thoughtful ideation sessions.
- Crafting compelling presentations for company pitches.
- Ensuring a unified and consistent visual identity across a range of diverse projects.
- Collaborating seamlessly with various departments to facilitate the smooth execution of design projects.
- Continuously refining and improving design concepts based on constructive feedback.

Graphic Designer | Full-time

DPO Group

Sep 2020 — Nov 2021

- Creation of the DPO online stores, social media campaign posts, website banners, company videos and document layouts.
- Analyzed the trends within the working system of the Kenyan marketing team, uncovering the need for a task management application that would ensure great organization within the team. Consequently, spearheading the research behind the consideration of Clickup.
- Assisted in the creation of graphic materials for the use of the marketing department.

Top Achievements:

- Receiving an innovation award behind the task management research.
- Creation of more than 40 online stores.
- Migration of 30 online stores from the old platform (Websplanet) to WordPress & WooCommerce

Graphic Design Consultant | Contract

DPO Group

Jun 2020 — Sep 2020

- Worked on the designs of marketing campaigns used to help bring up transactions on the online stores.
- Involved in the design process of 7 campaigns as a support entity in the chain of production of said designs.
- Came up with and created designs for holiday marketing campaigns that had the aim to ramp up store transactions while giving discounts to the customers. Along with the marketing campaign posters, I created a landing page and social media posts.
- Executed banner designs for various online stores, improving the aesthetic qualities of each store.

Graphic Designer and Social Media Manager | Part-time

Follow Me Talk

Nov 2019 — Jun 2020

- Uncovered current trends within the market that the company incorporate into their designs to widen the scope of the target market.

- Ideated and executed new and fresh designs that maintained the essence of the company while widening the net of their market.
 - Managed the social media platforms; designing for each platform as well as handling audience engagement.
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EDUCATION

University of Nairobi

B.A (Design) -
Graphic design

2015 — 2019

Graduated with 1st Class Honours

Sunshine Secondary School

High School
Diploma

2011 — 2014

INTERNSHIPS

Graphic Design Intern

University of
Nairobi

Jun 2018 — Sep 2018

- Worked on the concepts and layout design of the department brochures, banners, reports, and certificate designs.
 - Managed and oversaw publishing and printing of said designs.
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ACHIEVEMENTS

Kenya Airways Sustainability Competition

Winner

Aug 2019 — Oct 2019

- Participated alongside a Team of 5 other members in a sustainability competition by Kenya Airways, which aimed at uncovering a solution to the presence of an excess of old and defective products within the company that needed to be upcycled.
- Conducted intensive research on possible solutions to the problem presented, designed the products delivered as the solutions to the above-stated problem, and created the presentation deck used in front of the judges during the competition.

EABL Got Skillz Logo Competition

Finalist

Jul 2019 — Aug 2019

- Participated in a competition by EABL geared towards uncovering a new logo design for the company and was a top twenty finalist.

COURSES

Webflow 101, Webflow University

Dec 2024 — Dec 2024

Page Building 101, Geary.co

Aug 2024 — Oct 2024

Reuters Training Course: Introduction to Digital Journalism., Reuters

Sep 2023 — Sep 2023

Web Development Foundations, Udacity

Mar 2022 — May 2022

Logo Design: From Concept to Presentation, Domestika

Feb 2022 — Mar 2022

REFERENCES

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