

Design-Portfolio.

by Alex Okumu

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About Me



Alex Okumu

Graphic Designer

Welcome to my Portfolio!

I am a dedicated graphic designer with three years of experience. I strive to create compelling graphics that not only capture attention but also effectively communicate messages and elicit desired emotions, and I have a keen eye for creating impactful visual designs.

As a graphic designer, I've discovered the power of combining art and strategy to create engaging visual experiences. I believe that successful design is the result of a harmonious fusion of creativity and purpose, and I am committed to delivering designs that resonate with clients and their target audiences.

I approach every project with meticulous attention to detail and a commitment to excellence. I immerse myself in learning about each project's unique characteristics, goals, and intended audience. I ensure that my designs are not only visually appealing but also strategically aligned to achieve the desired impact by conducting extensive research and analysis.

Thank you for looking at my portfolio. I invite you to look through my work and see how my love of graphic design can take your projects to new heights. If you're looking for a dedicated and creative partner to help you bring your ideas to life, I'd love to connect and talk about how we can work together to create something extraordinary..

Brand Identity for Magic Moments

PROBLEM

Magic Moments lacked a distinctive brand identity, making it difficult to stand out in a competitive market. Their existing logo and visual elements were generic and did not convey their unique value proposition.

NEEDS

Magic Moments needed a memorable and visually appealing brand identity that would resonate with its target audience, differentiate them from competitors, and establish a strong brand presence.

SOLUTION

I conducted market research and competitor analysis to understand Magic Moment's target audience and industry landscape. I developed a brand identity package that included a modern and dynamic logo, a vibrant color palette that conveyed energy and innovation, and typography that reflected their eco-friendly existence.



App Design for Botswana Stock Exchange



PROBLEM

The lack of a user-friendly mobile app for the Botswana Stock Exchange (BSE) hampers investors and traders from accessing real-time market data, tracking stock prices, and executing trades conveniently.

NEEDS

Investors and traders in Botswana require a comprehensive mobile app that offers up-to-date market information, seamless trade execution, and tools for stock analysis, allowing them to make informed decisions and monitor investments on the go.

SOLUTION

I assisted in the designing of a robust mobile app for the BSE, offering real-time market data, trade execution capabilities, portfolio management features, research tools, news alerts, and a user-friendly interface, empowering users to stay connected and make informed investment decisions.

Logo Design for Little Prince Basketball Academy



PROBLEM

Little Prince had outdated and unappealing Logo that failed to capture their place as basketball players. The Logo did not align with the team's premium quality and presence in the league

NEEDS

Little Prince needed a logo that reflected its premium quality, communicated the great presence they have in the league.

SOLUTION

I conducted market research on other dominant teams in the league and how they were presented on paper by their logos. I created the logo with inspiration not only from the players but also the team name.

Website Banner for AfriPet Convention

PROBLEM

Limited banner size of 460*90 pixels hinders websites from creating impactful and visually appealing banners.

NEEDS

Website owners and marketers require a solution to effectively communicate messages, promote their brand, and drive conversions within the given size constraints.

SOLUTION

My specialized banner design service crafts eye-catching and compelling banners that maximize the limited space, utilizing creative layouts, attention-grabbing imagery, concise messaging, and effective use of colors and typography.



Thank- you.



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