Aristote Gahima

Experienced UI/UX Designer and Digital Marketing Specialist

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Relevant Experience

Lead Designer. Wecodify   July 2023 - Present

My Key Achievements

- Created branding of HAVILA, Celebrate, Huzza, Blue Seals Canada and more.
- Made UI/UX of Check in tours, Watch, ticketin.
- Interfaced with clients on a weekly basis, providing design
- support. Redigning existing client's brands to attain redefined digital goals.

Lead UI/UX Designer. Ikuzo Technologies My Key Achievements   Jan 2022 - Nov 2022

- I led the development of big client's design projects.
- Carry out meetings with clients as I was the only lead designer at the company.
- Helping young talents to find themselves into design world by orienting them into a part of design where they fit most.

Digital marketing Manager .At Ikuzo Technologies My Key Responsibilities   Jan 2020 - Dec 2021

- Managing and growing social media accounts.
- Creating and scheduling social media posts.
- Engaging with followers and responding to comments.
- Overseeing the overall digital marketing strategy.
- Planning and managing digital marketing campaigns.
- Analyzing data and performance metrics.
- Managing a team of digital marketers.
- Creating and managing a content marketing strategy.
- Developing and overseeing the creation of blog posts, articles, videos, and other content.
- Monitoring and analyzing content performance.
- Optimizing website content for search engines.
- Conducting keyword research.
- Monitoring and improving website rankings in search engine results.
- Managing paid advertising campaigns on platforms like Google Ads, Facebook Ads, and others.
- Setting budgets and optimizing ad spend.
- Monitoring and adjusting ad performance.
- Building and maintaining websites optimized for digital marketing.
- Ensuring websites are user-friendly and responsive.
- Collaborating with content and SEO teams to improve site performance.

Skills

Design Skills:

User Experience research, Creating Ellegant user interfaces, Creating competitive Brand identities, Using design and manipulation softwares.

Design Tools:

Figma, Sketch, Adobe XD, Framer, Protopie, Adobe Photoshop, Adobe illustrator, Adobe Substance, Adobe InDesign, Canva.

Highlighted Projects

Visit Rwanda Gallery Project Case study

This is a conceptual project where I worked on creating a gallery website for visit Rwanda initiative. I wanted to create wonderful experience for visitors where they only see photos of the places they can visit.

iShema Health Project Case Study

With the team of Medical Doctors and sexual health specialists, I prepared a research which led to a creation of a mobile application to help young girls raise awareness on Sexual reproductive health.

Education

African Leadership University (ALU)

ALX Africa

Interests

Reading books, Storytelling, Criticizing movies with friends, Researching facts about small things that usually other people overslook.