

Hello Everyone.

# BRIAN KIARIE CHEGE

GRAPHIC DESIGNER



# ABOUT ME



I'm Brian Kiarie Chege, a Bachelor of Arts with IT graduate and an enthusiastic Digital Creative Producer, Social Media, and Graphics Designer. With a passion for visual storytelling and a keen eye for aesthetics, I strive to create compelling content that resonates with audiences.

Throughout my time with Inrank and Fanasoft, I have perfected my creative and technical skills, blending innovative design with strategic digital marketing efforts. My experience spans the entire creative development process—from ideation to execution. I've collaborated closely with creative teams to produce engaging digital content, including mobile apps, short videos, motion graphics, and multimedia presentations.

I also have extensive experience with Figma, where I designed landing pages, mobile apps, and websites. My ability to balance creativity with analytical thinking enables me to create designs that not only look good but also drive results. I'm excited to continue my journey in the digital creative space, eager to take on new challenges and grow as a designer.

## EDUCATION

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2016 - 2024

Bachelor Of Arts With IT Maseno University  
Second Class upper.

September 2020 To May 2024

**Kenya Certificate Of Secondary Education**  
Mururia Boys High School  
Mean Grade of C+

February 2016 To November 2019



# EXPERIENCE

July 2024 - To Date

## Internship At Inrank Company.

### Duties And Responsibilities

- ▶ Graphic Design
- ▶ Customer Support
- ▶ Content Management
- ▶ Social Media Management
- ▶ Programming



# Skills & Key Competencies

## Software Proficiency

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Canva
- Corel Draw
- Figma

## SEO Basics

- Email Design
- Blogs
- WordPress
- Social Media Advertising
- Interactive Design

## Technical Skills

- 3D Modeling
- HTML/CSS
- Content Management System (CMS)

- Excellent communication skills: spoken and written English and Kiswahili.
- Willing to work in a fast-paced environment and meeting set targets.
- Good organization, listening and interpersonal skills.
- A team player and effective in high pressure situation.
- Ability to work with minimum supervision and willingness to learn.drive engagement.
- Effective time management skills and the ability to multitask.
- Attention to detail.
- Professional and proactive work ethic.
- Strong willingness to learn, be adaptable and flexible to support multiple departmental projects and adapt to evolving priorities.

# PROJECTS

## Branding Campaign for INRANK & Fanasoft

**Problem**

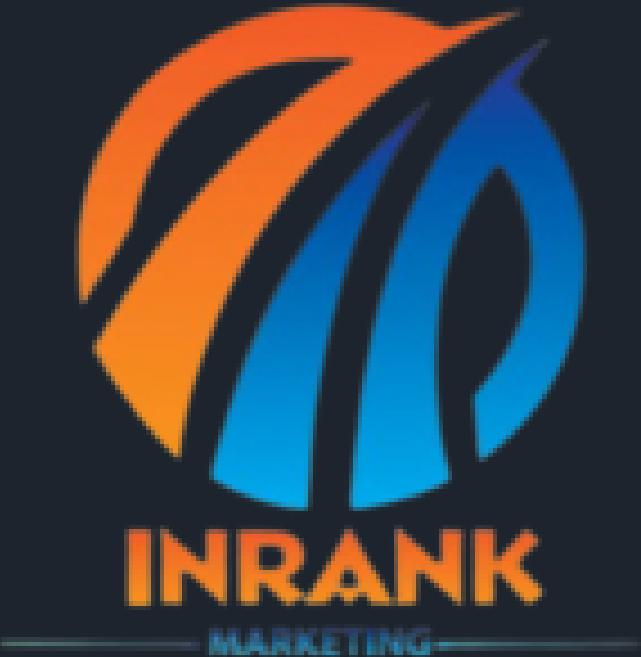
The company's logo and branding colors were too similar, leading to poor recognition and visibility in a competitive market.

**Solution**

Developed a new color palette featuring brighter colors to enhance visibility and recognition. The revised logo incorporated these colors, ensuring it stood out across various platforms. Though I still retained the original shape

**Outcome**

The new branding improved recognition by 30% within six months, leading to a stronger market presence and increased customer engagement.



# PROJECTS



## Problem

The client faced low engagement rates on social media due to generic and uninspiring graphics that failed to capture the audience's attention.

## Solution

Designed a series of vibrant, eye-catching social media graphics using a consistent visual theme aligned with the brand's new color palette. Each graphic was tailored for different platforms to maximize reach and engagement.

## Outcome

Engagement rates increased by 50% during the campaign, resulting in higher website traffic and improved brand interaction.

# PROJECTS

## UI/UX Redesign for Kaa Soko eCommerce App by Inrank

### Problem

The initial landing page lacked clarity and engagement, making it difficult for potential users to understand the app's unique value proposition of offering multiple services in one platform.

### Solution

Designed a user-friendly landing page in Figma that highlights Kaa Soko's key features, such as seamless shopping, service booking, and integrated payment options. The layout includes eye-catching visuals, engaging typography, and a clear call to action to encourage downloads.

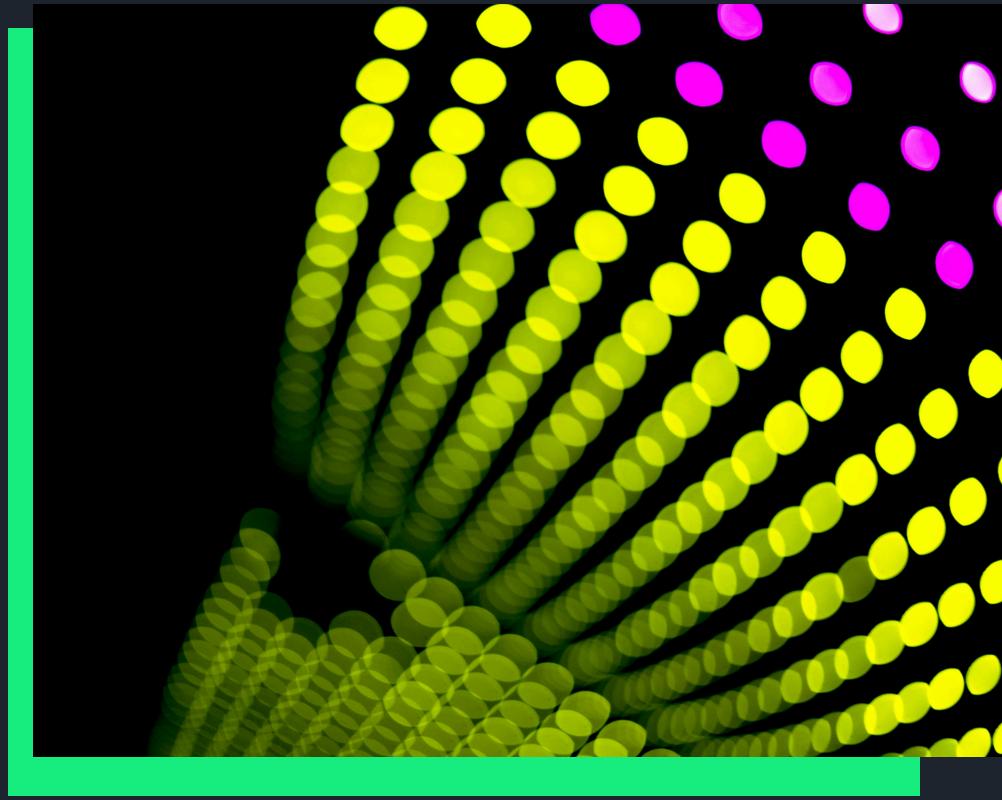
### Outcome

The new landing page design is expected to increase user interest and boost app downloads significantly upon launch.



# PROJECTS

## Collaborative Branding for Inspire Fest 2024



### Problem

The team behind Inspire Fest 2024 needed a cohesive branding strategy to promote the festival, aiming to increase visibility and engagement among potential attendees.

### Solution

Collaborated with a diverse team of graphic designers, marketing specialists, and event planners to create a comprehensive branding package. The design focused on a vibrant theme that captured the festival's essence, utilizing visually striking graphics and a consistent color palette to enhance recognition.

### Outcome

The collaborative efforts led to a successful branding initiative, resulting in a 60% increase in attendance compared to previous years and a strengthened community connection.

## Contact Me

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