

NATHAN KIMEU

Graphic & UI/UX Designer | Digital Media Specialist
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EXECUTIVE SUMMARY

I am a results-driven digital specialist with extensive expertise in graphic design, ICT, and creative digital solutions. Adept at merging artistic vision with technical precision, I have successfully delivered impactful projects across public and private sectors. My portfolio ranges from dynamic branding and digital asset creation to robust system design and website optimization. I excel under tight deadlines, foster collaborative work environments, and harness emerging technologies, like AI and IoT, to drive innovation. Committed to continuous growth, I seek roles where technology meets creativity to generate lasting results.

PROFESSIONAL EXPERIENCE

Jan 2022 - Present | Freelancing

Graphic Designer

- Revamped key company assets, including the company profile, to align with the evolving brand narrative, significantly boosting visual appeal and consistency.
- Developed comprehensive branding, marketing, and digital assets that propelled client engagement by 40%.
- Crafted visually compelling content by applying advanced typography, color theory, and layout principles, which drove a 35% increase in client inquiries.
- Managed multiple projects concurrently with rigorous workflow oversight, ensuring a flawless 100% on-time delivery rate.
- Conducted in-depth research to inform user-focused design initiatives that strengthened brand identity and enhanced overall user engagement.
- Collaborated with international clients to translate creative visions into impactful visual projects, elevating brand narratives through customized graphic design solutions.
- Conceptualized and designed a diverse portfolio, including posters, banners, logos, and product prototypes, to establish cohesive and compelling brand identities.
- Employed agile prototyping techniques to refine design ideas continuously based on client feedback and market trends.
- Leveraged Asana to streamline project workflows and maintain clear communication, ensuring timely delivery of all creative projects.
- Utilized Adobe Suite (Photoshop, Illustrator, InDesign), Figma, and Canva to produce high-quality, pixel-perfect designs.
- Optimized team coordination and project management by using Google Workspace, ensuring precision and consistent deliverables across all projects.

Jul 2023 - June 2024 | County Assembly of Makueni

ICT Intern

- Maintained the website graphical integrity to ensure ease of navigation by users.

- Designed system architecture and user interfaces that improved operational usability and information access by 40%.
- Maintained and optimized the assembly website through responsive design and updated SEO practices, significantly increasing user engagement.
- Created digital communication materials, including web banners, posters, and internal branding assets, to reinforce organizational messaging.
- Designed intuitive system interfaces that enhanced overall user experience by 30%.

Jan 2013 - Dec 2022 | Botech College Annex

ICT Officer

- Sustained college operations during peak periods, demonstrating adaptability and initiative.
- Delivered end-to-end technical services, ranging from system troubleshooting to software installations, that enhanced operational efficiency.
- Facilitated cyber café services for over 500 users annually, ensuring seamless digital access and online support such as HELB and passport applications.
- Produced print assets using Microsoft Publisher, paving the way for a graphic design career.
- Assisted in computer literacy sessions, contributing to increased learner engagement and successful course completions.

EDUCATION BACKGROUND

Sep 2018 - Jun 2022

Kirinyaga University

Bachelor of Science Information Technology

ADDITIONAL TRAININGS

Mar 2024 - Apr 2024

Asana Academy

Workflow Specialist Certificate

Sep 2024 - Nov 2024

ALX Africa Academy

Virtual Assistant

May 2024 - Jul 2024

ALX Africa Academy

AI Career Essentials

Oct 2023 - Feb 2024

Laton Impression Training Institute

Certificate in Graphic Design

SKILLS & ABILITIES

Technical Skills

- Managing digital & web content to optimize online presence.
- Creating graphic & visual designs using Canva.
- Creating intuitive UI/UX design interfaces for good user experiences.
- Virtual assistance & administrative support.
- Project management & Business Intelligence data analysis.
- Proficiency in tools such as Trello, Asana, and Google.
- Social media management & online engagement.

- Adobe Photoshop, Illustrator & InDesign for high-impact design

Soft Skills

- Strong spoken & written communication skills.
- Team collaboration & customer engagement.
- Adaptability, confidentiality & reliability.
- Critical thinking & problem solving skills.
- Proactive customer service & support.

ACHIEVEMENTS & AWARDS

County Assembly of Makueni Projects

- ***Digitized Meeting Attendance System (2023):*** Developed a QR code-based system cutting paper use by 90% and reducing processing time by 50%.
- ***Internship Application Platform (2024):*** Designed and implemented a digital internship application system, reducing administrative workload by 60% and enhancing data accuracy.
- ***Inventory Management System Proposal (2024):*** Contributed to a 40% improvement in tracking accuracy and a 30% reduction in workload by adopting a digital inventory system.

Leadership Responsibilities

- ***Language Secretary & Editorial Board Member (2017, Makueni Boys High School):*** Spearheaded student participation in the Ekitabu Digital Essay Competition and led initiatives that resulted in national recognition for creative writing among students.
- ***Foundational Contributor (2013, Betech College Annex ICT Department):*** Assisted with design, technical support, and client services, which played a key role in sustaining ICT operations while mentoring peers and students.
- ***Public Speaking Representative (2012, Kenya Music Festival):*** Demonstrated exceptional public speaking and adaptability under unexpected pressures.

HOBBIES & INTERESTS

- Digital illustration, branding concepts, and UI/UX design
- Exploring emerging tech trends (AI, IoT) and mobile app prototyping
- Story building and creative world design for games and fiction
- Engaging in cultural dialogues, scripture discussions, and historical readings
- Reading manga, sci-fi, and fantasy literature
- Creative journaling, sketching, and spontaneous design experiments

REFEREES

Referees are available upon request.