

OUMA ODHIAMBO

EXPERIENCE DESIGNER

Ogilvy Africa, The Atrium

Chaka Road, Nairobi

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P : bit.ly/OumaPortfolio

WORK EXPERIENCE

Design Consultant

March 2021 - Present

Ogilvy Africa

Roles : Design data visualizations, infographics, maps and other visual devices for Ogilvy's client's storytelling and communication. Work with Marketers and Copywriters from across the continent to design and build engaging campaigns for household brands serving Millions of customers across the region. Dive into the UI/UX of Client's interactive websites and platforms to bring them in line with the longterm strategic business objectives as well as user goals and emerging trends.

Senior Data Vis Designer

Sep 2018 - March 2021

Code for Africa - Lagos, Nairobi, Kampala, Dar es Salaam & Capetown

Roles : Design data visualizations, infographics, maps and other visual devices for CfA's storytelling and communication. Work with journalists and developers from across the continent to design and build engaging static and interactive visualizations and tools. Dive into the UI/UX of CfA's interactive websites and tools to bring them in line with the User's goals as well as emerging trends. Harmonize the look and feel of CfA's products, content and brands . Develop and maintain the organization's design guidelines. Take part in training and community events as a trainer and help review courseware created to teach data journalism

Design Consultant

July 2019 - August 2019

Catholic Agency For Overseas Development (CAFOD)

The Catholic Agency For Overseas Development (CAFOD) published a series of reports with the aim of bringing voices and examples from the ground into discussions about how to implement Agenda 2030 and the Sustainable Development Goals (SDGs) in a transformational way. The five reports are meant to help civil society organisations in their engagement with policy-makers at national and global level.

My role was to layout and format the information contained in the reports in a logical and visually engaging way such that the different audiences for which the reports were intended, could easily navigate and consume the information therein on print as well as digital media.

Product Designer

June 2019 - July 2019

Data For Change - Nairobi

My role in the Defy Hate Now project (a South Sudan based civic tech start-up combating the spread and impact of Fake news and other forms of Misinformation) was to develop the visual identity of SIFTA (Space for Ideas, Freedom, Transformation and Action) which was a multi-pronged initiative that developed interventions in Education, Policy, Technology and Strategic Partnerships with the objective of mitigating the impact of Fake News and Misinformation in fuelling conflict in South Sudan.

Apart from the initiative's branding I also developed the User Interface for the tech intervention which was a platform that leveraged data from social media as well as other sources to showcase the reach, engagement and factfulness of content shared on the various media platforms in South Sudan.

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WORK EXPERIENCE

Design Consultant

June 2015 - June 2017

Lakehub - Kisumu

Volunteered as a Python Trainer at Lakehub. My responsibilities included coordinating user group activities, developing training schedules and material for the group. Further, I participated in developing and drafting proposals for projects that focus on Python and the Raspberry Pi as the core technologies

EDUCATION

Bachelor of Commerce

March 2008 - June 2012

The University of Nairobi

Management Information Systems Option - This is where I got my introduction to the world of computing and all its possibilities

SKILLS

Project Management

Web & Mobile Design

Product Design

Motion Graphics

User Research

Data Visualisation

Illustration

Typography

UI Design

Branding

REFERENCES

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