

# OUMA ODHIAMBO

EXPERIENCE DESIGNER

Virage Millenium  
Githunguri Road, Nairobi

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## WORK EXPERIENCE

### Design Consultant

March 2021 - Present

#### Ogilvy Africa

I primarily work with Strategists, Marketers and Copywriters from across the continent to design and build engaging campaigns for household brands serving millions of customers across the region, this often entails the development of a broad range of visuals ranging from data vis, infographics, maps et al to complement and augment our client's storytelling and communication efforts. Further I 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

### Volunteer

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 tech and it's potential to positively impact if not solve the complex social challenges of our times.

## SKILLS

### Project Management

### Web & Mobile Design

### Product Design

### Motion Graphics

### User Research

### Data Visualisation

### Illustration

### Typography

### UI Design

### Branding

## REFERENCES

### Eric Mugendi

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### Yasmin Jumaali

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