

**SHELDON ODHIAMBO OUMA**  
**CURRICULUM VITAE**

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**Profile Statement**

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Creative and Design Officer with a passion for building visually compelling and user-focused designs. Skilled in UI/UX, branding, and web development with hands-on experience in Figma, Canva, and React. Recognized for blending creativity with problem-solving to craft digital products and campaigns that inspire, inform, and engage. Strong leadership and collaboration skills, with a background in business systems and design thinking.

Portfolio: <https://sheldon-odhiambo.github.io/portfolio/>

**PERSONAL DATA**

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Name: Sheldon Odhiambo Ouma

Date of Birth: 16TH Feb 1999

Nationality: Kenyan

Religion: Christianity

Marital status: single

Phone (cell): 0746129446

Email address: sheldonodhiuma04@gmail.com

## **EDUCATION BACKGROUND**

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- Bachelors in Business Information Technology (Jan 2022- ongoing(Distance Learning))
- Moringa School Boot Camp (Coding Bootcamp)- (June 2022- October 2022)
- Diploma in Business Administration Africa Nazarene University: 2019-2021
- Certificate in Business Administration Africa Nazarene University: January- July 2019

## **SOFT SKILLS**

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- Efficient.
- Reliable and accurate.
- Servant leadership.
- High ethical standards and professionalism.
- Mature, honest and able to look at challenges as opportunities.
- Ability to develop and lead a team(team player)
- Critical thinker.
- Flexible at work.

## **PROFESSIONAL SKILLS**

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### **Design & Creative Skills**

- Social Media Content Creation (Reels, Posters, Ads)
- Branding & Visual Identity
- UI/UX Design (Figma, Wireframes, Prototypes)
- Canva, CapCut, Photopea, Adobe-like tools
- Creative Direction & Storytelling
- Typography & Color Theory

## **Social Media & Marketing**

- Content Planning & Posting
- Engagement & Growth Strategies
- Analytics interpretation
- Brand campaigns & collaboration
- Community management

## **Tech & Web Skills**

- HTML, CSS, JavaScript (ES6+), React
- Tailwind, Bootstrap
- Git & GitHub, Vercel, Netlify

- SEO Basics & Google Analytics
- Responsive Design

## **LANGUAGES**

Fluent at English and Swahili speaking

## **HOBBIES**

- Coding
- Traveling
- Cooking
- String art
- Reading
- Playing basketball
- Professional experience

## **WORK EXPERIENCE**

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### **Social Media Manager & Brand Designer – Kijana Amazing Apparel**

Jan 2022 – Present | Nairobi, Kenya  
(Founder-managed brand)

- Founded and manage brand social media accounts (Instagram, TikTok, WhatsApp Channel)
- Created all visual content including reels, posts, merchandise showcases, and marketing flyers
- Developed and maintained a consistent brand identity using Canva, CapCut, and Photopea
- Created content calendars, scheduled posts, and tracked engagement to improve reach
- Collaborated with other youth brands (e.g., Crib Burgers) for joint campaigns
- Applied digital marketing strategies to grow community engagement and brand visibility

### **Web Developer & Website Manager.**

Design Thinking Association of Kenya | Part-time | Remote

Feb 2023 – Mar 2025 | Ongata Rongai, Kajiado County

- Designed, built, and maintained the official association website.
- Improved website load time by 30% through optimized React code and image compression.
- Integrated dynamic content updates to enhance responsiveness and accessibility.
- Collaborated with stakeholders to align design with brand goals.
- Utilized Google Analytics to monitor performance and inform UI/UX improvements.

### **Africa Nazarene University**

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## **Transport and Infrastructure**

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### **Responsibilities**

- Assisted in coordinating daily transport schedules for students and staff.
- Washed and maintained university buses and vans to ensure cleanliness and professionalism.
- Collected and recorded transport fare weekly, maintaining accountability.
- Prepared and displayed weekly transport schedules on the transport board.
- Reported vehicle issues and supported the maintenance team.
- Assisted drivers in organizing and dispatching vehicles on time.
- Ensured adherence to safety and operational guidelines.
- Maintained transport records and communicated updates to the office team.

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## **INTERN-NHIF (11th May - 11th July 2021)**

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I was able to demonstrate proficiency with the Microsoft Office suite, including Outlook.

### **Responsibilities**

#### Registration and Customer Care services

- Receiving and capturing of registration forms in the NHIF system.

- Scanning and merging of photos of applicants to be included in the NHIF cards.
- Biometric registration.
- Cards dispatch

#### **Compliance and Accounts Department**

- Fixed asset stock taking
- Raising payment voucher, confirmation and printing
- Correction processing, updating of MPESA payments

#### **ICT Department**

- Data management services
- Maintain server functions for email, internet, database, file storage and
- administrationProcurement and Registry
- Securing documents in files
- Inspection and receiving of goods
- Inventory management control

#### **SPORTS & VOLUNTEERING**

Kenya University Sports Association (KUSA)

- Basketball Champions – 2019 (Moi Annex, Eldoret)
- Division One Runners-up – 2021/22 (Promoted to Premier League)

Led both teams as team captain.

## Kenya Secondary School Games

- National Champions – 2017 (Statehouse Girls)
- Represented Kenya – East African Games, Gulu-2017 (Uganda) & Musanze-2018 (Rwanda)
- 3x3 National Games – Mombasa, 2017(Represented Kenya U18 in the tournament)
- National Champions – 2018 (Embu Kangaroo School)  
Led the team to victories as captain.

## Volunteering

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### Graduation Usher Coordinator

- Led and supervised a team of ushers to ensure smooth ceremony operations.
- Planned and assigned usher roles, seating zones, and guest-flow routes.
- Coordinated graduate lineup, stage movement, and special-guest support.
- Ensured guests received accurate information and assistance throughout the event.
- Oversaw venue readiness, program distribution, and crowd management.
- Resolved issues quickly and maintained a professional, organized atmosphere.

## PROJECTS

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<https://suave-design.vercel.app/>

<https://sheldon-odhiambo.github.io/shel-pizza/>

<https://sheldon-odhiambo.github.io/Cake-hub/>

<https://sheldon-odhiambo.github.io/Chat-bot/>

<https://sheldon-odhiambo.github.io/real-estate/>

<https://v-central.vercel.app/>

<https://suave-design.vercel.app/>

## **REFEREES**

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1.	John Ngila	Lecturer at Africa Nazarene Email:jngila@anu.ac.ke University,, School of Business Contacts: 071753966	
2.	Miriam Mulli	Account at National Hospital Insuarance now Social Hospital Insuarance Fund (SHA)  Fund(NHIF)- +254 700 752534	
3.	Michael Oluoch	Coach and Lecturer Africa Nazarene university Contacts:0721996632	

4.	Anthony Kirimi	Dean of students Email: Laiser Hill Academy. tonnykangori@gmail. com Contacts:073385079 8	
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