

PORTFOLIO

Patricia Njambi
Graphic Designer

I am a self-taught graphic designer with a deep passion for art, design, and music. I pursued a degree in Music Technology at Kenyatta University, where I honed my skills in graphic design through YouTube tutorials and by creating lyric videos and posters for my peers.

While studying, I secured an internship that significantly enhanced my professional experience, allowing me to collaborate with notable clients such as HELB, the British Council of Kenya, and Buffalo Mall Naivasha. One of my key projects involved working with Tunu on the redesign of their app and crafting content for their social media platforms.

With six years of experience, I am confident in my ability to be a valuable addition to your team. I bring expertise in UI/UX design, video editing, motion graphics, photo editing, and content design, all with a keen attention to detail. I welcome constructive feedback and thrive in collaborative environments, capable of working independently with minimal supervision.

About Me |



Below are links to some of my motion graphic works;

My video portfolio:

<https://youtu.be/3rotBpm3i7g>

Tunu Social Media Posts;

<https://www.instagram.com/p/CZtgMWToM8S/>

https://www.instagram.com/p/CWsn7_Qld2r/

Flatten the Curve (Digimatt Solutions);

<https://twitter.com/i/status/1331851653457317888>

<https://www.facebook.com/watch/?v=2601009426836556>

Digimatt Solutions Branding Post;

https://www.instagram.com/p/CB5Y13THsCK/?utm_source=ig_web_copy_link

Sketchbook Digital series;

<https://drive.google.com/file/d/1BASAJV2eZ-XRAN0aAiCqUsIaYY-oB71B/view?usp=sharing>

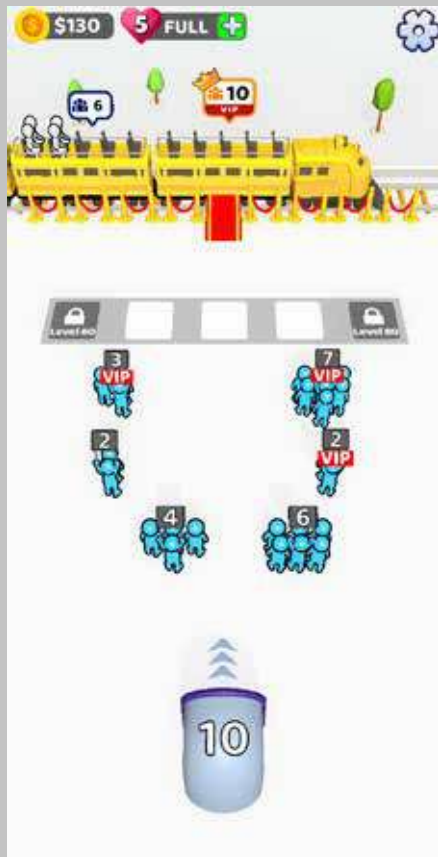
Hendrick - Finitud (ft Earlwin):

<https://youtu.be/uOOaPnrSyQc>

One_tech - Dance Nami (Official Lyric Video) sample:

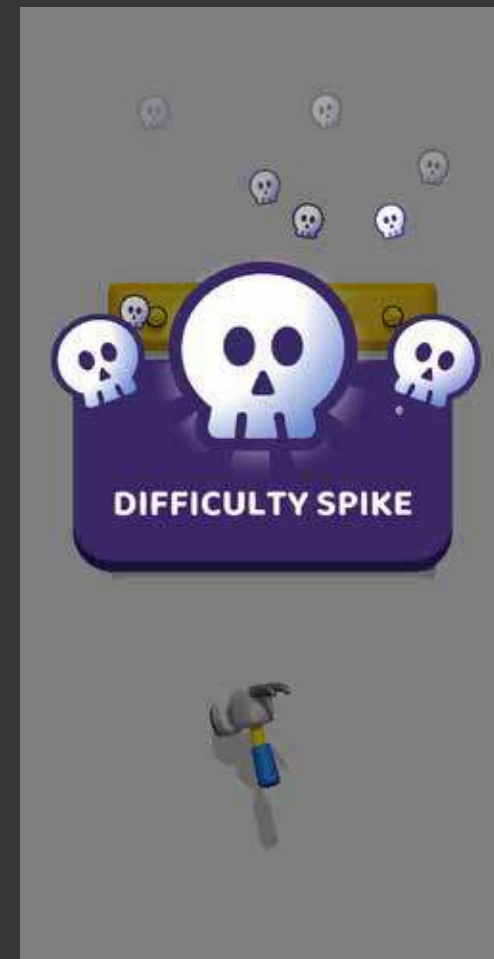
https://youtu.be/Lrla9ZM_Gtl

Motion Graphics |



UI Design

Train Jam: A hybrid casual puzzle game where you take on the role of a station manager, determining the order in which passengers board the train. The UI features vibrant, high-saturation colors, creating a fun and approachable atmosphere, with smooth, intuitive navigation between screens for an easy and engaging user experience.



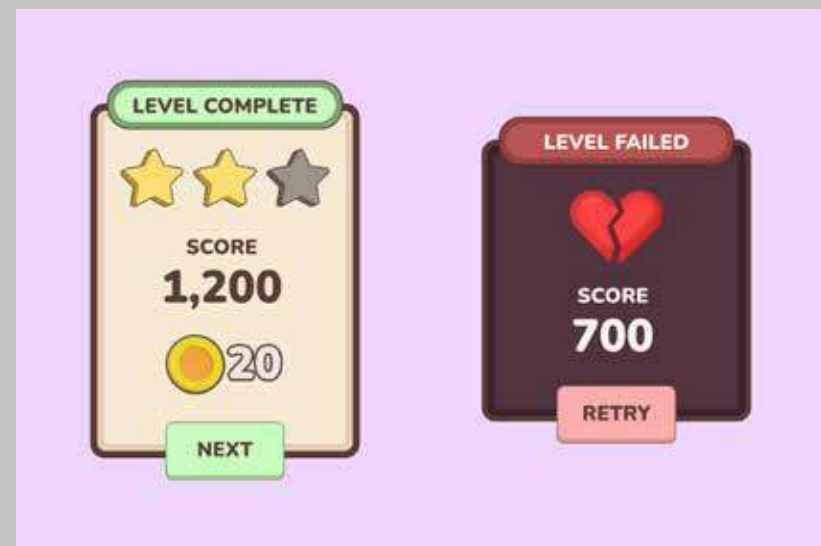
Hammer and Nails: A puzzle game where you place colored nails onto the correct planks without causing them to sway. The UI design was to be similar elements to Train Jam but some variations added to certain items. The overall look maintained a colorful, high-saturation style to keep the playful and engaging atmosphere.



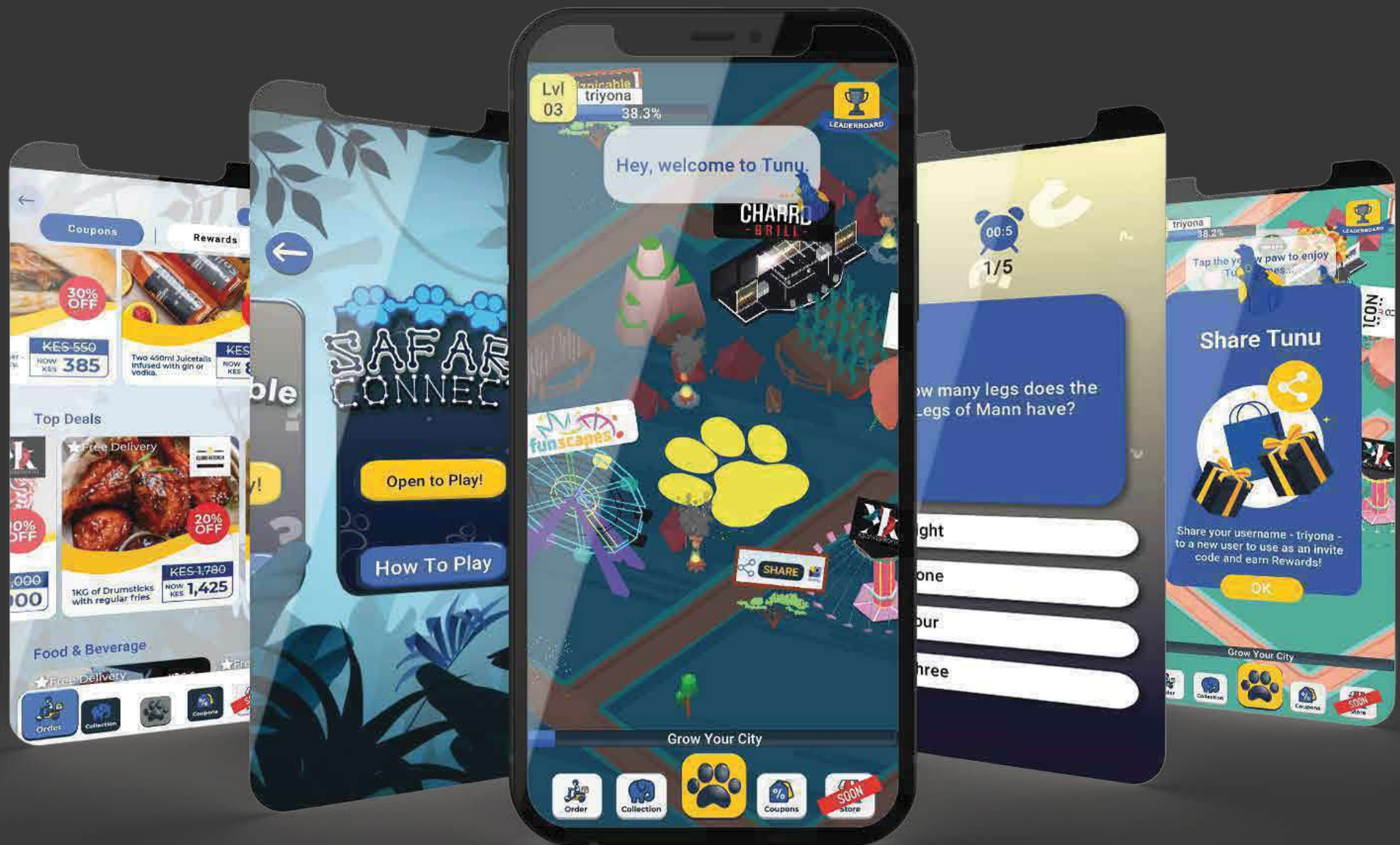
Weld Masters: A runner game where the player welds different weapons to fight an enemy at the end. I designed the UI with a metallic and/or rustic aesthetic to match the welding theme of the game, creating a cohesive and immersive visual experience.



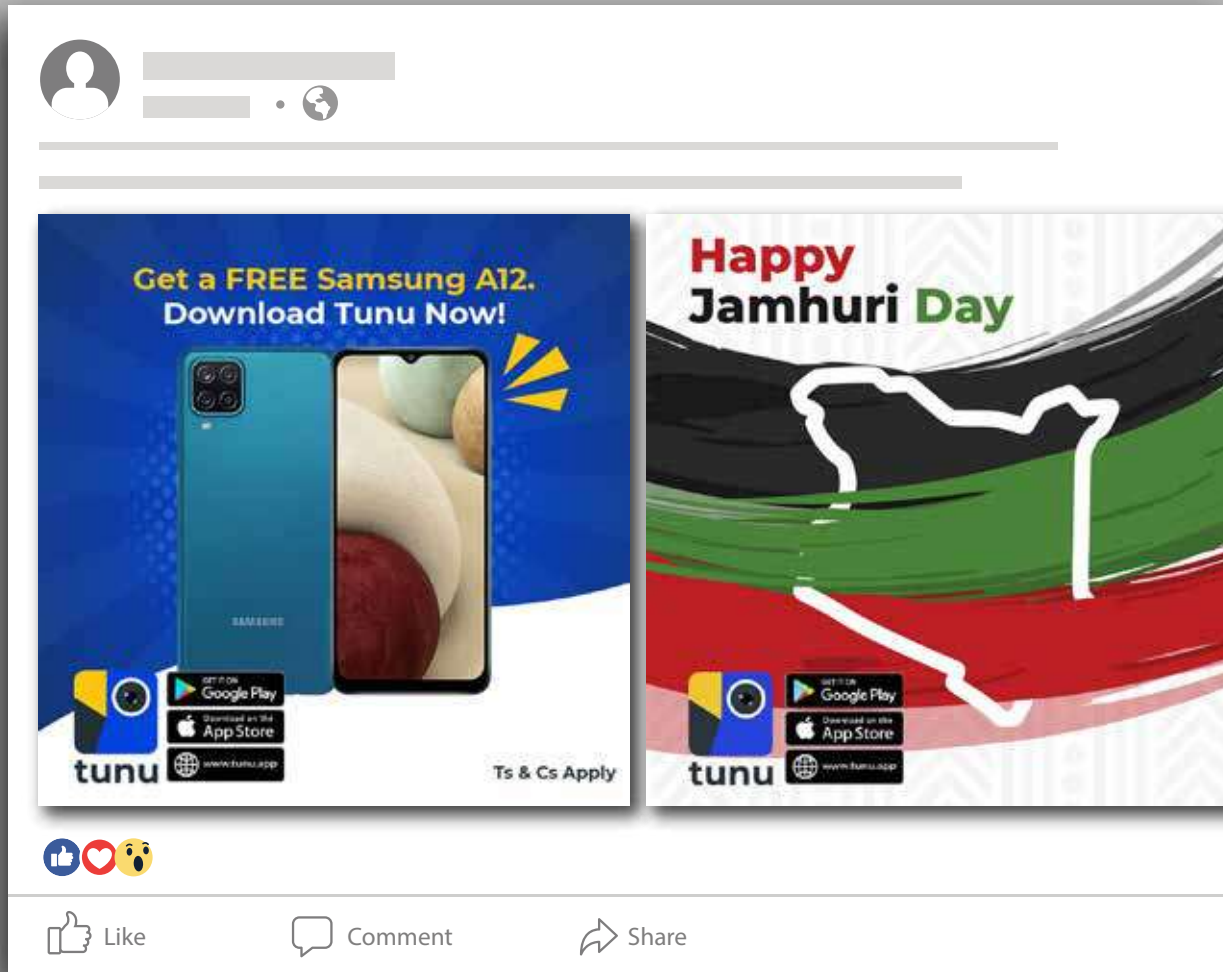
Industrial UI Game Package: While working on Weld Masters, I created a UI package for the Unity Asset Store, utilizing the UI elements we designed for the game. I ensured the rustic and metallic aesthetic was preserved throughout the package.
<https://assetstore.unity.com/packages/2d/gui/icons/industrial-ui-game-package-284914>



Cozy Game UI: This package is designed for cozy games, which often feature soft, pastel color schemes throughout. The UI elements were designed to complement the calming and gentle nature of cozy games.
<https://assetstore.unity.com/packages/2d/gui/cozy-game-ui-290026>



Tunu App: I redesigned the UI and crafted the overall look and feel for the new games. Additionally, I designed the marketplace UI and various pop-ups, ensuring a seamless and visually appealing user experience.



Digital Design

Tunu App: I designed social media posts and videos in line with Tunu's brand guidelines, ensuring consistency across all content. Whether for app updates, holidays, events, or ongoing giveaways, I crafted posts and stories to effectively communicate the key messages and engage the audience.
https://www.instagram.com/tunu_254/



[Redacted Name]
[Redacted Bio]

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KES 900



KK
KIUDAS KONA

2 REAL DEAL PIZZAS FOR

Dine-In
KES 1,500
NOW **KES 800**

Delivery
KES 1,500
NOW **KES 1,000**



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Only on Tunu
9/7/2021



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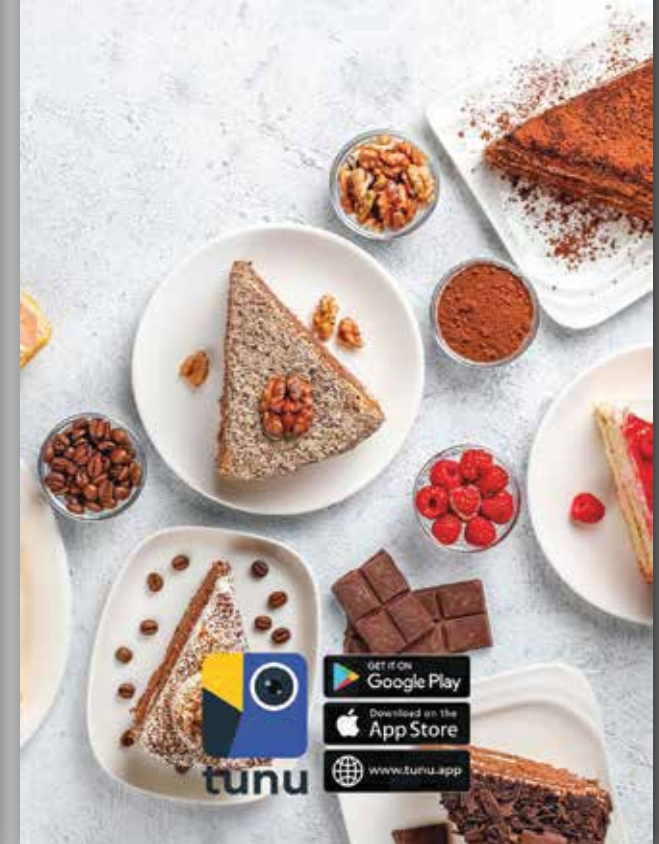


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Choma

Fried



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Would you rather have...

Pizza

Burger



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Would you rather wear...

Stiletto
30%

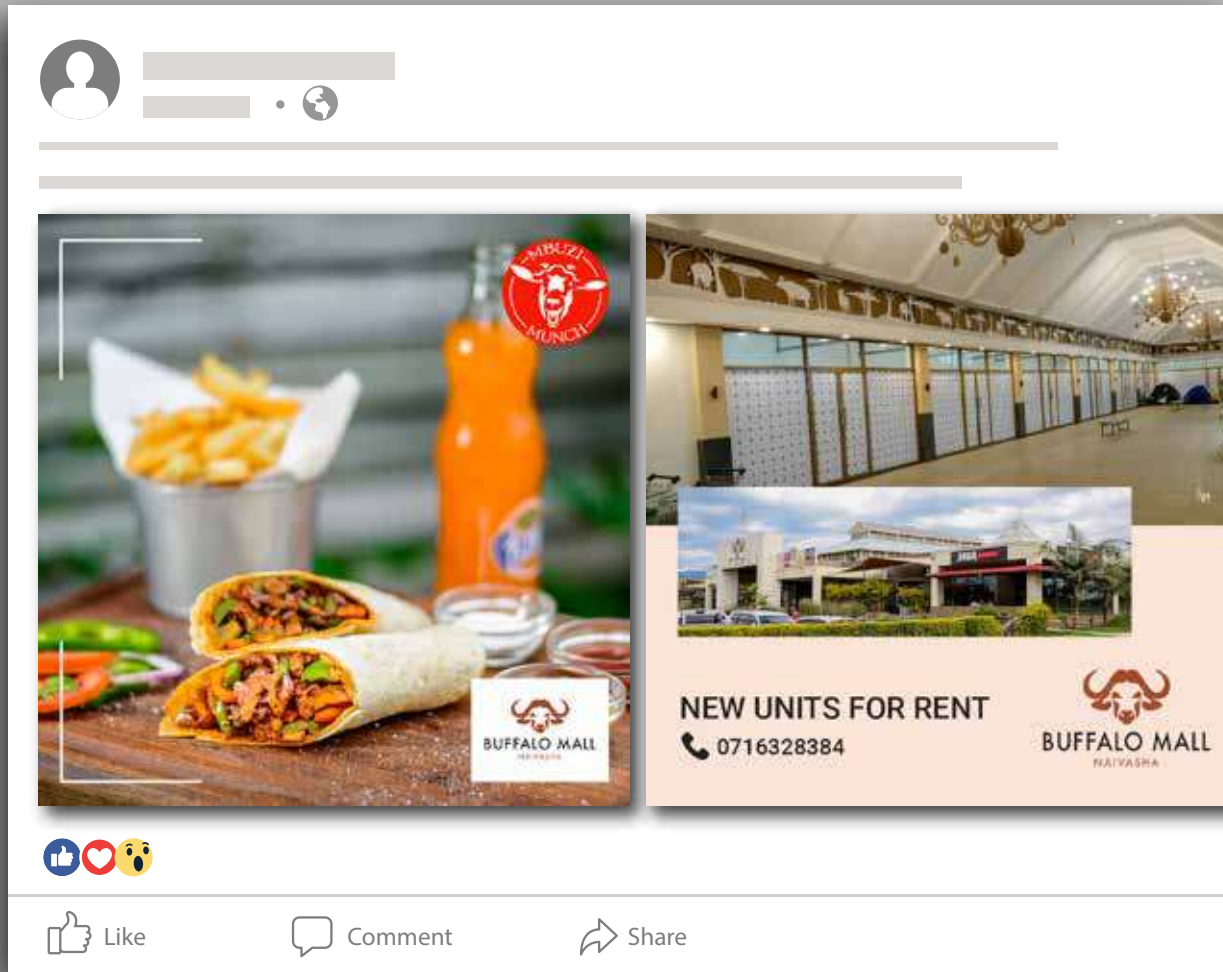
Wedge
70%



tunu

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Sketchbook Communications: We partnered with a variety of clients across different industries. For each one, I created tailored social media images and videos, ensuring that the content resonated with their specific target audience and aligned with their brand identity.



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[Redacted Location] · [Redacted Profile Type]



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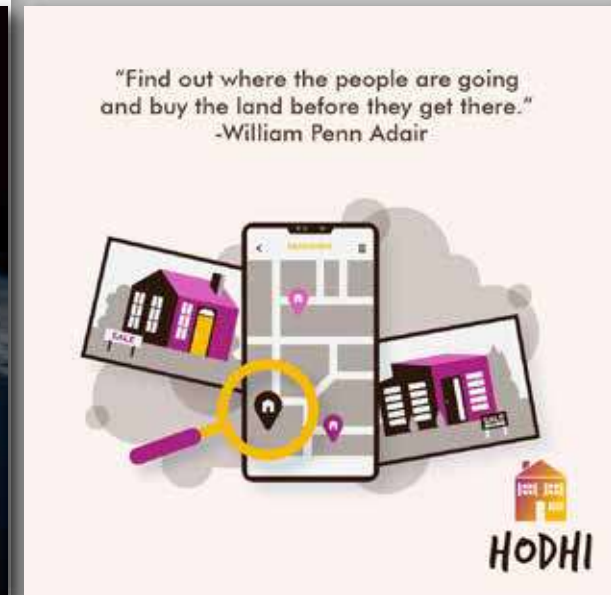
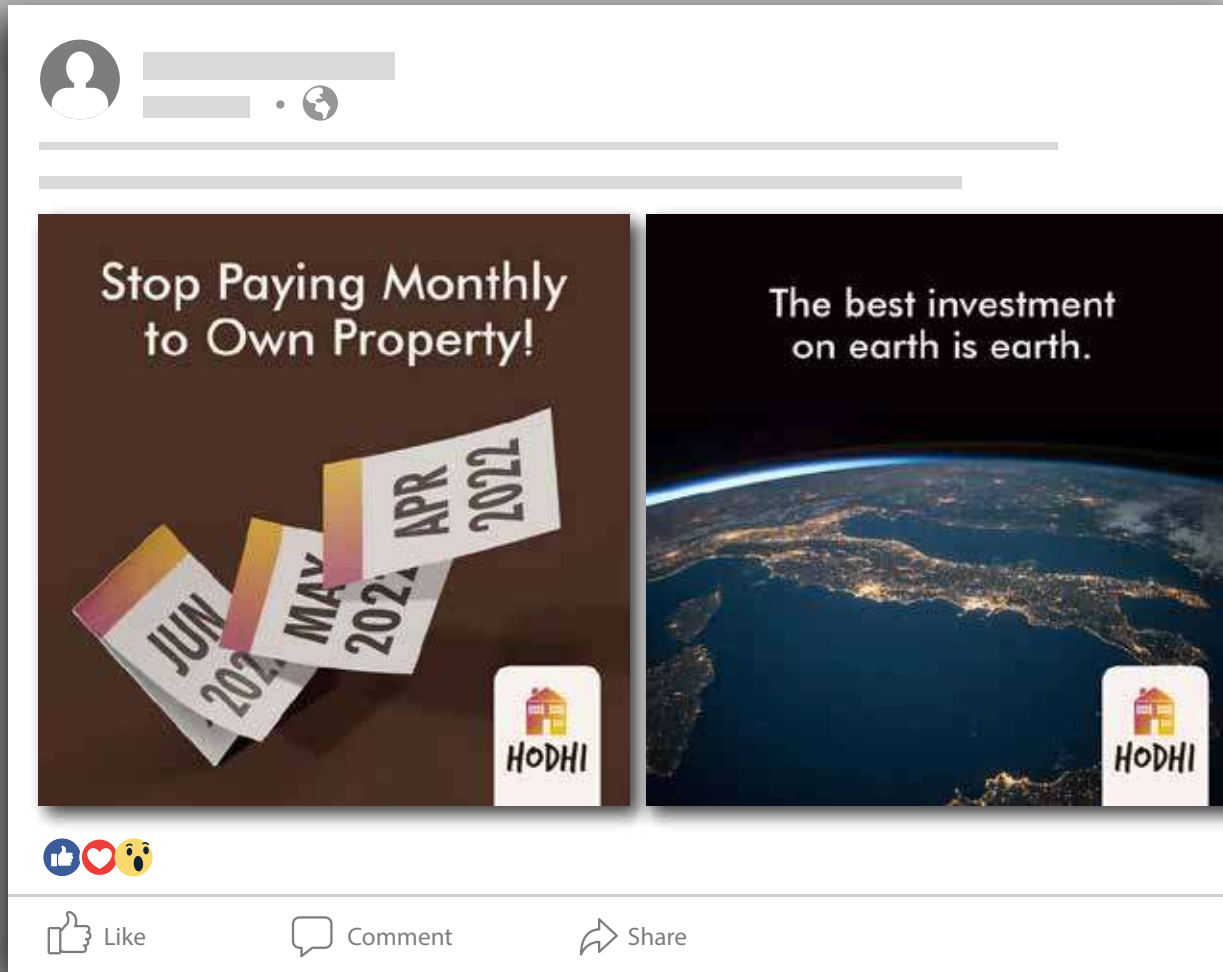


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Hodhi: The company offered clients the opportunity to own land at an affordable price. As a freelancer, I collaborated with them by creating straightforward explainer videos and social media posts to effectively communicate their product to the target audience.



[Redacted Name] · [Redacted Location]

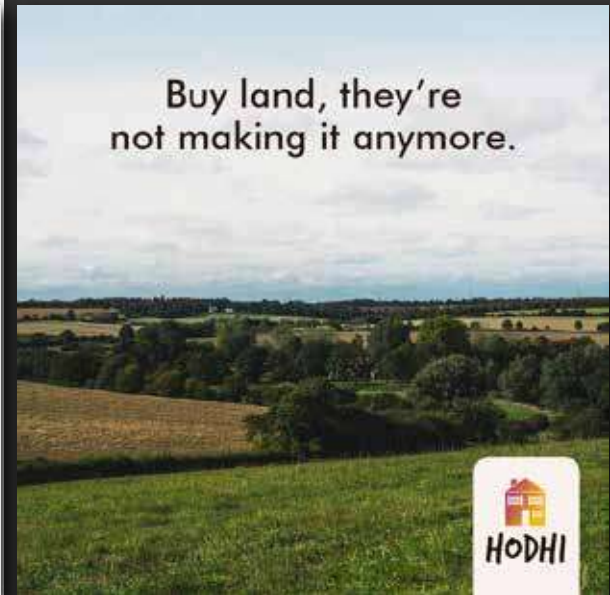
Can't afford the whole pie?
Get a slice with Hodhi.



Tired of monthly payments
to own property?



Buy land, they're
not making it anymore.



Like

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Like

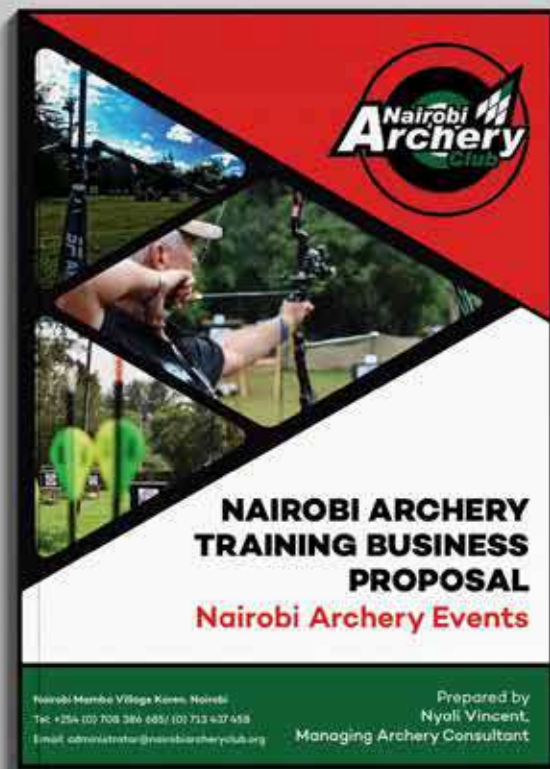
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HELB: These are some of the designs I created while working with Mkubwa Media, and they also represent some of my earliest work using Illustrator.

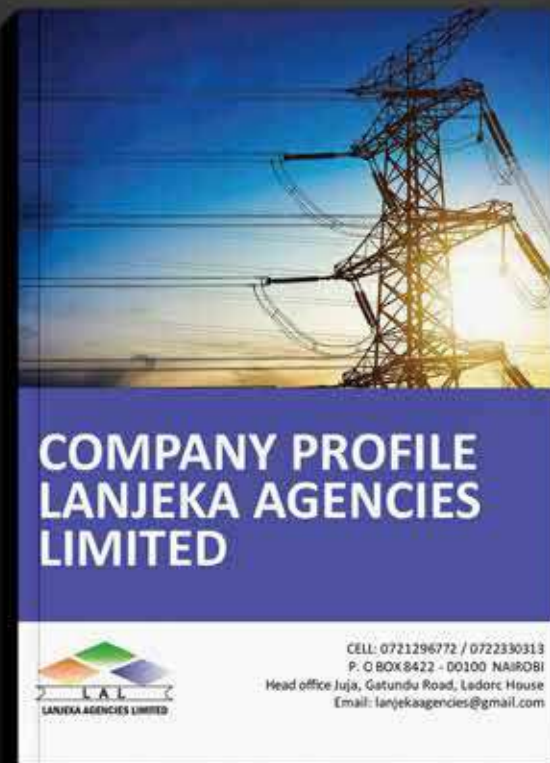


I also created music and profile artwork for various artists, including **Gathuru Gitema**, an exceptional Kenyan musician with a unique musical style and incredible vocals, as well as **Nzau**, known for his impressive lyrical raps.



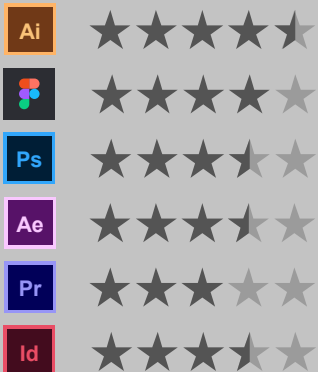
Print Design

Nairobi Archery Club: I was given the opportunity to design their proposal document, using InDesign tools to create the entire layout. I made sure to follow their brand guidelines closely, incorporating elements of their logo to maintain consistency and reinforce their brand identity.



Lanjeka Ltd: They specialize in designing, installing, and maintaining electrical systems for both residential and commercial settings. I was tasked with redesigning their company profile, ensuring the use of their brand colors and creating visually appealing designs for each page, all while maintaining a consistent and professional layout throughout.

Tools



Education

Kenyatta University
2015 - 2020

Bachelor's of Music
Technology

Institute of Advanced
Technology

2015
ICDL/CBIT

Work Experience

Game Researcher at Mekan Games

September 2022 - Present

Providing research on the gaming market and trends. Worked with the team in game idealization and conceptualization. Worked on UI elements for the games we prototyped and provided a distinguished look and feel of the individual games through UI. Provide Quality Assurance and report any bugs present in the game before it's uploaded to the platforms. Edit the videos needed to advertise our games.

Graphic Designer at Tunu

April 2021 - April 2022

Designing social media posts, story images and videos from the brief. Redesigned the games UI and design of new games of Tunu app. Designing coupon and product images to be uploaded into app.

Graphic Design Intern & Graphic Designer at Sketchbook Communications

August 2019 - March 2020, September 2020 - March 2021

I dealt with motion graphics, digital post images, and web design, among others. We worked with a variety of clients like Buffalo Mall, Muchungi & Associates, and Just for You Kenya, among others. I utilized tools such as After Effects, Illustrator, Photoshop and Muse.

Motion Graphic Design Intern at Digimatt

April 2020 - July 2020

At Digimatt, I utilize tools such as After Effects and Illustrator. I handle mostly storyboarding from script and motion graphics content for social media and Ads.

Graphic Design Intern at Mkubwa Media

February 2018- May 2018

I would assist in handling the corporate design for the company's clients. The graphic designers present were also kind enough to assist me in learning how to utilize tools like Adobe Illustrator and trained me in a few fundamentals of design.

Resume

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