

# Curriculum Vitae

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 Siaya

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## Professional Summary

Creative and detail-oriented Graphic Designer with 4 years of professional experience in creating visually compelling and brand-aligned designs. Skilled in transforming ideas into elegant, high-quality visuals that communicate brand essence and engage audiences.

Passionate about modern aesthetic branding and digital storytelling, with a strong sense of composition, color, and brand consistency.

## Core Skills

- Adobe Photoshop
- Affinity Designer
- Canva
- Motion Graphics
- Video Editing
- Branding & Visual Identity
- Layout & Composition
- Creative Direction

## Work Experience

### Graphic Designer

Working with Direct Clients.

- Designed premium visual assets and marketing materials across digital and print platforms.
- Collaborated with marketing and content teams to ensure brand consistency.
- Created motion graphics and video content for social media and advertising campaigns.

- Enhanced visual storytelling through refined design elements aligned with brand tone.

### **Freelance Graphic Design**

- Worked with various clients in lifestyle, fashion, and beauty industries to develop aesthetic-driven content.
- Delivered customized brand solutions with high attention to detail and client vision.

### **Education**

Jaramogi Oginga Odinga University Of Science and Technology

2022 — 2025

### **Portfolio**

<https://arya-tashy1.github.io/My-Portfolio/>

### **References**

Available upon request.