# ANDREW MWANGI

**Senior Graphic Designer | CorelDRAW Expert | Frontend Enthusiast**

📧 andrew@visualsystems.example | 📍 Bungoma, Kenya | 🔢 +254 712 345 678

## PROFESSIONAL SUMMARY

Creative and tech-savvy Graphic Designer with over 3 years of experience specializing in vector-based design, brand identity, packaging, and front-end integration. CorelDRAW certified with a proven track record of delivering production-ready, developer-friendly assets. Skilled in creating visually compelling designs that scale seamlessly across print and digital platforms.

## CORE COMPETENCIES

- **Design Excellence:** CorelDRAW (Advanced), Vector Illustration & SVG Systems, Brand Identity & Packaging

- **Technical Skills:** Print Production & Prepress, CMYK separations, Spot varnish applications

- **Web Development:** HTML, CSS, JavaScript, UI/Frontend Development, Responsive Design Systems

- **Software Proficiency:** Adobe Creative Suite, Figma, Advanced typography and color theory

## PROFESSIONAL EXPERIENCE

### Freelance Graphic Designer — Visual Systems

**Bungoma, Kenya | January 2021 – Present**

- Designed and delivered 150+ completed projects across branding, packaging, illustration, and UI/web categories

- Led design for award-winning packaging for a regional beverage brand, achieving industry recognition (2023)

- Built reusable SVG icon systems for startup clients, improving design-to-development handoff efficiency by 40%

- Developed responsive marketing microsites integrating clean, scalable visuals with seamless user experience

- Maintained 98% client satisfaction rate through consistent delivery of high-quality, production-ready assets

## Lead Graphic Designer — Kisima Coffee Brand Refresh

**Contract Project | 2023**

- Directed complete brand identity refresh, including custom vector logotype and comprehensive packaging system
- Collaborated with marketing team to align visual strategy with business objectives
- Increased product shelf appeal, resulting in 25% higher customer engagement and measurable sales growth
- Delivered all brand assets on time and within budget constraints

## UI/Visual Designer — PulseApp

**Contract Project | 2022**

- Created pixel-perfect SVGs and UI assets optimized for seamless integration by development teams
- Designed responsive landing pages featuring interactive hero illustrations and micro-animations
- Established design system and component library, reducing development time by 30%
- Collaborated with developers to ensure design fidelity across all platforms and devices

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# SELECT PROJECTS & ACHIEVEMENTS

**Award-Winning Projects:**

- **Savanna Juice – Limited Edition Packaging:** Seasonal packaging with CMYK-optimized artwork, won Regional Design Excellence Award
- **Highland Tea – Tin Series:** Metallic-treated vector patterns for premium product lines, featured in Design Kenya Magazine
- **Festival Poster Series:** Vibrant cultural festival illustrations showcased at Nairobi Design Week

**Digital Innovation:**

- **Dashboard UI Kit:** Developer-ready vector components with design tokens, adopted by 3 tech startups
- **E-commerce Integration:** Custom SVG icons and graphics for online retail platforms

**Industry Recognition:**

- 12 Industry Awards for outstanding design and production quality
- CorelDRAW Certified: Advanced Vector Workflows

- Recognized by PrintWorks Kenya for immaculate prepress files, reducing production errors by 30%
- Featured designer profile in Kenya Design Monthly (2023)

## TECHNICAL EXPERTISE

**Design Tools:** CorelDRAW (Expert Level), Adobe Illustrator, Photoshop, InDesign, Figma, Sketch **Web Technologies:** HTML5, CSS3, JavaScript, Responsive Design, CSS Grid & Flexbox **Production Mastery:** CMYK color separations, Dieline creation, Spot varnish applications, Large format printing **Workflow Management:** Research → Sketch → Vector Prototype → Responsive Specification → Export & Developer Handoff

## EDUCATION & CERTIFICATIONS

**Diploma in Graphic Design & Multimedia** Nairobi Design Institute | 2019 – 2021 *Graduated with Distinction*

**Professional Certifications:**

- CorelDRAW Certified Expert (2022)
- Adobe Certified Associate in Visual Design (2021)
- Google UX Design Certificate (In Progress - 2024)

## CLIENT TESTIMONIALS

*"Andrew translated our brand story into a timeless identity that resonates with our customers. The packaging design not only looked exceptional but performed brilliantly on shelf, leading to increased sales after launch."* **— Sofia Njoroge, Marketing Lead, Kisima Coffee**

*"Working with Andrew was an absolute pleasure. His thoughtful UI concepts, pixel-perfect SVGs, and excellent developer handoff process made our project seamless from design to deployment."* **— Tom Asare, Founder, PulseApp**

*"Andrew's attention to detail and technical expertise in print production saved us countless hours and costs. His prepress files are consistently flawless."* **— Mary Kiprotich, Production Manager, Elite Print Solutions**

## LANGUAGES & PERSONAL ATTRIBUTES

**Languages:** English (Fluent), Kiswahili (Fluent), Basic French

**Key Strengths:**

- Detail-oriented with exceptional organizational skills

- Strong visual communication and presentation abilities

- Innovative problem-solving approach to design challenges

- Collaborative team player with excellent client relationship management

- Adaptable to new technologies and design trends

- Strong project management and deadline adherence

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## PROFESSIONAL REFERENCES

**Jane Wambui** Creative Director — Nairobi Creative Hub 📧 jane.wambui@creativehub.co.ke | 🔢 +254 710 222 334 *Professional relationship: 2+ years, collaborated on multiple branding projects*

**Peter Otieno** Production Manager — PrintWorks Kenya Ltd 📧 peter.otieno@printworks.co.ke | 🔢 +254 733 445 556 *Professional relationship: 3+ years, print production and prepress collaboration*

**Lydia Mugo** Project Manager — PixelForge Studios 📧 lydia.mugo@pixelforge.com | 🔢 +254 728 987 654 *Professional relationship: 2+ years, digital design and UI projects*

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*References available upon request. Portfolio samples and additional work examples can be provided during interview process.*