



WANGARI IRENE

SENIOR GRAPHIC DESIGNER

Creative and detail-oriented Graphic Designer with 3+ years of experience in print and digital design. Skilled in Adobe Creative Suite with particular expertise in Illustrator, Photoshop, and CorelDRAW. Demonstrated ability in managing design projects from concept to completion while maintaining client satisfaction. Passionate about combining technical skills with artistic vision to deliver visually compelling designs that drive business results.

CONTACT

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0741 134 643/0715 557 835

English, Swahili & German(Basics)

SKILLS

TECHNICAL SOFTWARE SKILLS

- Adobe Creative Suite (Illustrator, Photoshop) - Advanced
- CorelDRAW - Advanced
- CANVAS - Advanced
- CapCut - Advanced

PRINT PRODUCTION

- Digital & Epson printing
- Large format printing
- DTF machine operation
- Heat press operation
- Branding techniques

WEB & DIGITAL SKILLS

- Website Design
- Website Management
- Social Media Management(through Meta Platform)
- Digital Marketing Campaigns
- Content Production & Curation
- Analytics & Reporting
- SEO Blog Post
- Google Ad & Posts Management

OFFICE & COMMUNICATION

- MS Office Suite (Word, Excel, PowerPoint)
- Professional Email Marketing
- Client management

WORK EXPERIENCE

GOCARE TRAINING INSTITUTE

Social Media Marketing Officer | July 2025 - Dec 2025

Exceeded Enrollment Targets and drove Enrollment Growth through strategic, integrated social media and digital marketing campaigns

Optimized Lead Conversion using data-driven strategies, successfully converting leads into enrolled students.

Maximized Campaign ROI (Return on Investment) by meticulously monitoring performance and optimizing ad spend, including Google Ads.

Managed full-cycle Email Marketing campaigns, overseeing segmentation, deployment, A/B testing, and performance reporting.

Elevated Social Media Engagement rates (likes, shares, comments) by implementing targeted, cross-platform tactics.

Oversaw Website Management (updates, content integrity, UX improvements) to enhance performance and user experience.

Authored and optimized SEO Blog Posts and articles, significantly improving organic search rankings and driving inbound traffic.

Produced High-Impact Content and managed end-to-end Content Creation, including Graphic Design, ensuring brand consistency.

Maintained strict Brand Consistency across all digital touchpoints and marketing materials.

CREAMASTA KENYA

Senior Graphic Designer/Cyber Café Attendant | January 2025 - May 2025

- Designed and produced high-quality marketing materials including business cards, posters, flyers, and branded merchandise
- Operated large format printers and heat press equipment to ensure quality production of designs
- Managed customer service for cyber café clients, ensuring efficient service delivery
- Balanced multiple client projects while meeting tight deadlines

MECK SOLUTIONS

Senior Graphic Designer | May 2024 - December 2024

- Created compelling visual content for various business promotional materials
- Operated specialized printing equipment including Large Format, DTF, and Heat Press machines
- Collaborated with clients to understand design requirements and delivered solutions that exceeded expectations
- Maintained consistent brand identity across multiple platforms and materials



INTERESTS & PROFESSIONAL DEVELOPMENT

- Coding/Programming
- Web design
- Creating original designs
- Writing
- Team building
- Continuous learning in emerging design technologies

EDUCATION

CERTIFICATE IN GRAPHICS DESIGN

(Adobe Illustrator & Photoshop)

International Youth Foundation (IYF) |

October 2022 - January 2023

DIPLOMA IN INFORMATION TECHNOLOGY

Kiriri Women University of Science & Technology

2021-2022

CERTIFICATE IN COMPUTER PACKAGES

(MS OFFICE)

Copyfast Computer School

January 2020 - March 2020

KENYA CERTIFICATE OF SECONDARY EDUCATION (K.C.S.E)

Uceke-Ini Secondary School

2016-2019

Grade: C Plain

WORK EXPERIENCE

SYNERGY IMAGES

Senior Graphic Designer | September 2023 - April 2024

- Managed end-to-end design process for diverse client projects including branding, vinyl, flags, and digital printing
- Maintained client relationships through excellent communication and follow-up procedures
- Ensured accurate record-keeping of daily work and payments
- Collaborated with production team to ensure design specifications were properly implemented

SALLY GRAPHICS

Graphic Designer | January 2023 - August 2023

- Designed promotional materials including business cards, posters, flyers, company profiles, and calendars
- Assisted with printing and branding projects
- Developed design concepts based on client briefs and brand guidelines

TETNAZ GRAFIX

Graphic Design Intern | August 2022 - December 2022

- Gained hands-on experience in design software and printing processes
- Assisted senior designers with various projects including business cards, posters, and flyers
- Learned branding techniques and design principles for print production

SWAHILI PLATES

Waitress | June 2022 - August 2022

- Provided customer service in a fast-paced restaurant environment
- Developed strong communication and interpersonal skills

MUOROTO SUPERMARKET

Cashier | July 2020 - October 2020

- Managed point-of-sale transactions and balanced cash register
- Processed customer purchases, returns, and provided excellent service

REFERENCES

Available upon request