

# Ian Njuguna

GRAPHICS AND WEB DESIGNER

## Contact

+254 710 394 088 📞

1iannjuguna@gmail.com ✉

60109-00200, Nairobi - Kenya 📍

## MY PROFILE



My name is Ian Njuguna from Nairobi, Kenya. I'm a highly trained and experienced E-Learning Developer with a strong technical background in graphics designs, web development, instructional design and learning systems administration.

With more than 10 years of experience, I have worked internationally (remotely) and regionally on projects for leading NGOs, brands, agencies, startups, and charities.

## WORK EXPERIENCE

### SOFTWARE EXPERTISE

#### Graphics Design



#### Video & Audio Editing



#### Web & Instructional Design



#### Communication & Productivity



### DIGITAL LEARNING SPECIALIST [CONSULTANT] [Aug 2021 - Oct 2022] World Health Organization [WHO] | Country Readiness Strengthening Unit: Learning Solutions and Training (LST)

- Design, development and localization of mobile responsive courses; Design & Develop *Introduction to the IHR* course for FCV countries.
- Design and develop learning pathways for Moodle based courses, develop online courses using authoring tools, provide user support and statistical reports on requests.
- Generate and design reports from HSLP [Moodle LMS], as needed; Provide graphic design and layouts for USAID project reports including design of presentations, reports, newsletters, concept notes, data analytics, and reporting dashboards.
- Contribute towards research, design and conceptualization of EPIC multiplayer serious game; design a prototype to capture the game flow and technical requirements; design a print version (card game) based on EPIC Version 2.0.
- Test of new plugins and integrate into Moodle courses – competency framework, gamification, certification, graphic designing, data collection & tracking.
- Evaluate Moodle courses for offline access "back-pack" – provide a report.
- Design, develop and host on HSLP the various landing pages under the USAID project including; EPIC Game landing page, IHR Learning Framework landing page, Knowledge Networks landing page.

### CREATIVE DIRECTOR [Mar 2019 - Jul 2021]

#### Bialogue Limited

- Develop and maintain various LMS platforms on behalf of the clients.
- Reviewing final web development designs for accuracy and functionality.
- Design and develop project proposals, pitch decks and other marketing collateral on behalf of the company as needed for marketing purposes.
- Conduct trainings and workshops on various LMS systems administration such as Moodle, Drupal and Canvas.
- Instructional design, development and localization of eLearning course.
- Provide user support and general digital learning consultancy services to our existing and prospective clients.

## WORK EXPERIENCE...

### CONTENT MANAGER [Feb 2019 - Mar 2020]

#### Africa Management Institute

- Work with clients, stakeholders and subject matter experts across Africa to develop AMI's online content library (including the development and management of online video-based courses, tools, and case studies);
- Work with the CPO to lead the innovation of AMI's content roadmap, including analysis and planning for 'mobile first' content, micro-learning, and 'course in a box' customisation of content;
- Manage and lead the organization's rebranding process; including design and development of new templates for video intros, case studies, online resources and tools, and certificates; to match the new brand guidelines.
- Develop content such as scripts, storyboards, case studies and interactive tools for entrepreneurial courses on behalf of the organization.

### CREATIVE [May 2012 - Dec 2018]

#### Connect Experiential Limited

- Partnering with senior organization's management to define and deploy effective training strategy.
- Designing and developing online employee onboarding programs.
- Designing and implementing feedback and communication platforms for employee engagement within an organization.
- Design and develop project proposals, pitch decks and other marketing collateral on behalf of the company as needed for marketing purposes.

### CONTENT DEVELOPER [Feb 2011 - April 2012]

#### AMREF Health Africa

- Developing scripts in line with Amref's standards and guidelines.
- Converting the scripts into E-learning material using Course Lab software.
- Peer review to ensure quality of work done by others.
- Developing checkpoint questions and sourcing for additional graphics to complement the reading materials.

## EDUCATION

[May, 2008 - April, 2012]

### MASTERS IN BUSINESS ADMINISTRATION [MBA] STRATEGIC MANAGEMENT

United States International University [USIU - Africa]

[April - May, 2005]

### HEWLETT PACKARD CERTIFIED PROFESSIONAL IN COMMERCIAL DESKTOPS, WORKSTATIONS AND NOTEBOOKS.

HP Education Services

[Apr, 2002 - Jul, 2004]

### BACHELOR OF SCIENCE DEGREE IN INFORMATION TECHNOLOGY [BSCIT]

Jomo Kenyatta University of Agriculture and Technology [JKUAT]

## REFEREES



### VIBHUTI KHARA

Technical Officer [Supervisor]

World Health Organization [WHO/WPE/CRS/LST]

Lyon Office, France.

Email: kharaV@who.int



### SYLVIO MENNA

Technical Officer [LMS Admin]

World Health Organization [WHO/WPE/CRS/LST]

Lyon Office, France.

Email: MennaS@who.int



### FATMA NASUJO

Former Head of Operations and Talent

Africa Management Institute [AMI]

Nairobi, Kenya.

Email: Nasujo@gmail.com

## EXAMPLES OF MY WORK

### #1: Development of Introduction to the IHR Course

#### Scope of work

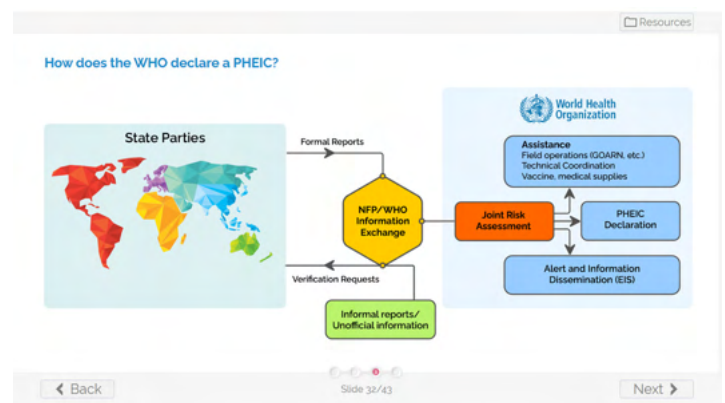
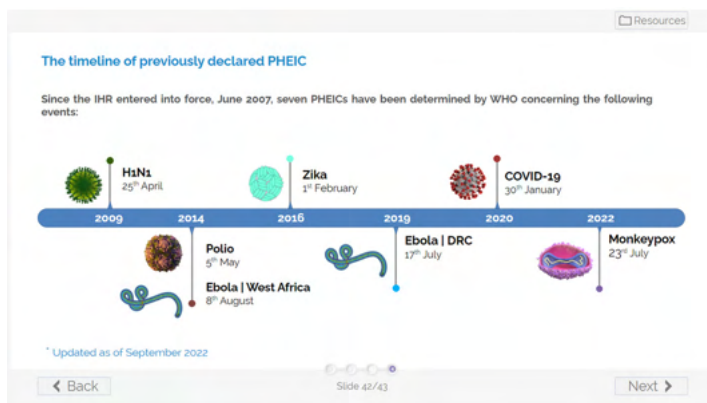
- Work with the SME to develop the storyboard of the revised course (Intro to IHR)
- Design and develop the revised elearning course using Articulate Storyboard.
- Implement feedback from the SME and the IHR Secretariat.
- Upload the final course on HSLP eLearning platform (Moodle LMS).

**Client:** World Health Organization (WHO)

**Date:** Sept, 2022

**Skills:** Graphics, Instructional Design, LMS

**Software/System:** Adobe Illustrator  
Adobe Photoshop  
Articulate Storyline  
Moodle LMS



**Confirmation of the New Virus - Determination of a Public Health Emergency of International Concern**

**Week 05**

The samples taken from human cases in the hospital of Country Alpha were sent to the national public health laboratory which revealed a new virus with genetic characteristics similar to the virus isolated in the animal samples sent from the affected goat farm.

In response to the ongoing clinical features and reports of animal and human deaths, and taking into account the similarity between the viruses isolated in humans and animals, concerns are raised that a new and severe human disease has emerged. More and more countries request additional information and turn to WHO for guidance and for advice on international public health measures to avoid the international spread of this disease.

Some countries have questioned whether or not this event constitutes a **Public Health Emergency of International Concern (PHEIC)** as defined in the IHR.

**Week 01**

**Week 02**

**Week 03**

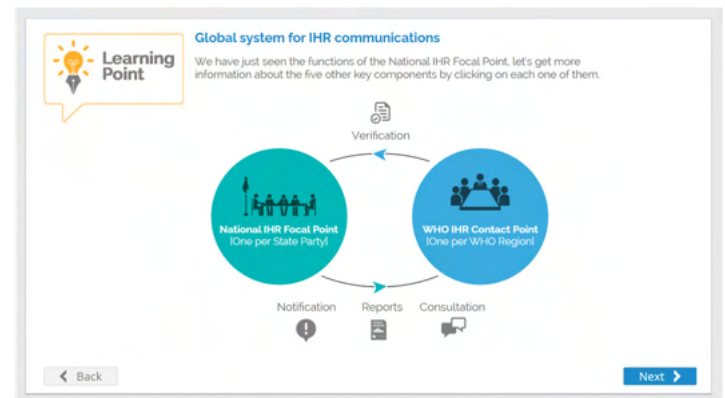
**Week 04**

**Week 05 (Current Week)**

The samples revealed a new virus with similar genetic characteristics to the virus isolated in animal samples.

More countries turn to WHO for more information and guidance.

**Related IHR Articles**





## EXAMPLES OF MY WORK

### #2: EPIC Serious Game Project

#### Scope of work

- Participate in EPIC project working group to develop the EPIC Serious game concept and technical requirements.
- Develop a landing page for the project and design the EPIC Implementation Guide report as part of USAID reporting.
- Design and develop a printable (card) version of the EPIC Game for FCVs;
- Develop and upload a simplified online version of the EPIC Game as a tool for gathering feedback during IHR workshops & trainings.

**Client:** World Health Organization (WHO)

**Date:** Oct, 2022

**Skills:** Graphics, web design

**Software/System:** Adobe Illustrator  
Adobe Photoshop  
WYSIWYG Web Builder  
Adobe Indesign



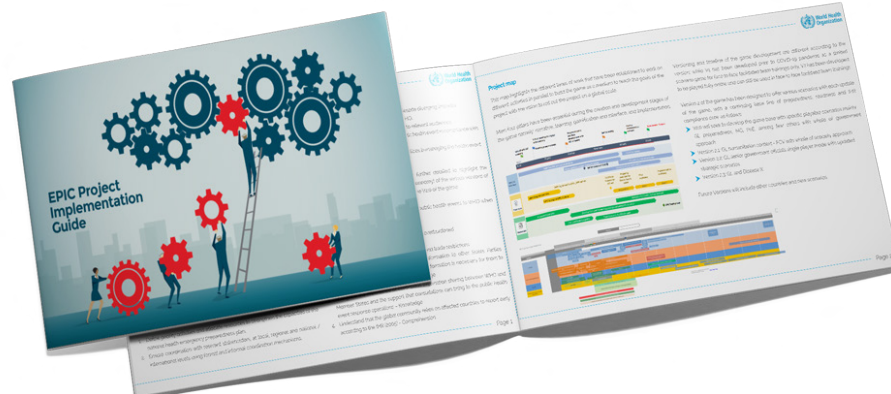
EPIC Card Game



EPIC Scenario Cards



EPIC Concept Note



EPIC Implementation Guide

# Ian Njuguna

GRAPHICS AND WEB DESIGNER

## Contact

+254 710 394 088

1iannjuguna@gmail.com

60109-00200, Nairobi - Kenya

## EXAMPLES OF MY WORK

### #3: Workplace Safety Campaign [Covid - 19]

#### Scope of work

- Conduct Desk Analysis of COVID-19 Guidelines.
- Develop a Handbook with guideline on how to return to workplace safely.
- Develop a checklist on adequate workplace security measures.
- Propose animated videos that can be shared on social media platforms.
- Develop a web portal/repository for hosting and sharing the campaign materials with the public.

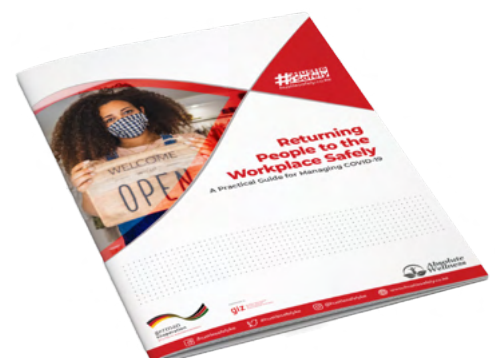
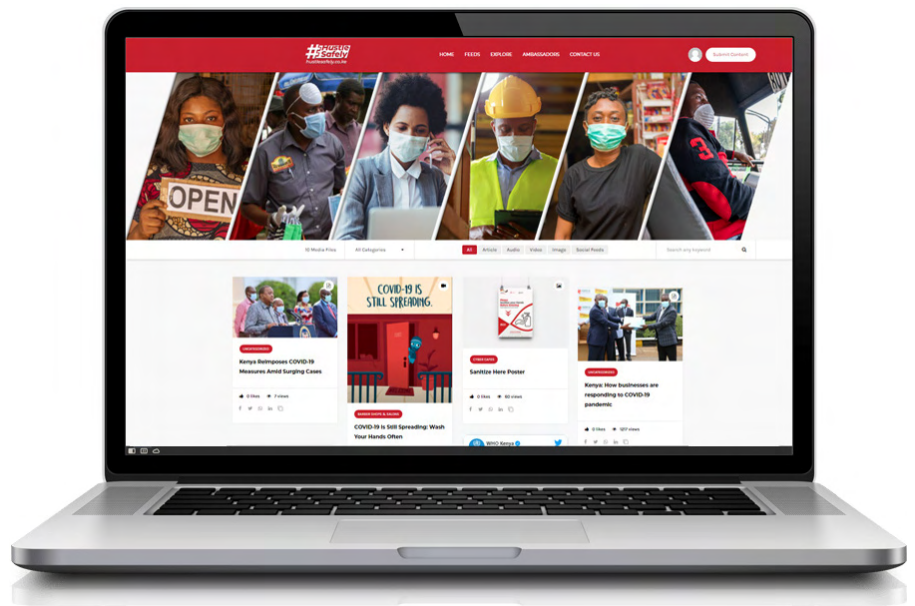
Client: GIZ Kenya

Date: Jul, 2020

Skills: Graphics design, Web development

Software/System: Adobe Illustrator  
Adobe Indesign  
Adobe Photoshop  
Wordpress CMS

**#Hustle Safely**  
hustlesafely.co.ke





## EXAMPLES OF MY WORK

### #4: COVID -19 Content Conversion

#### Scope of work

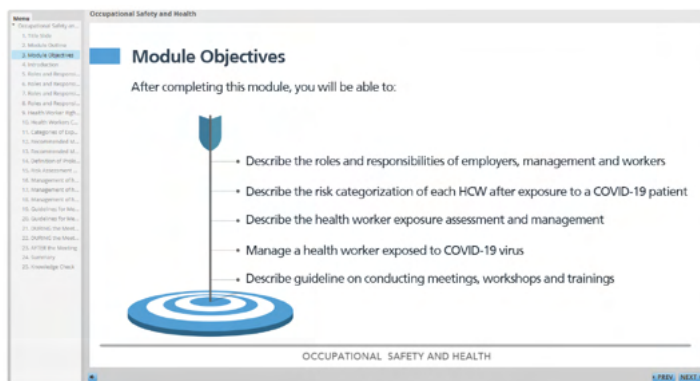
- Convert the existing learning materials on community health workforce, staff welfare, safety, IPC and case management critical care of COVID-19 patients into eLearning courses for upload onto the Moodle LMS platform.
- Documenting and training internal staff on content management on the platform for subsequent support on platform administration and maintenance.

**Client:** JPHIEGO | IntraHealth

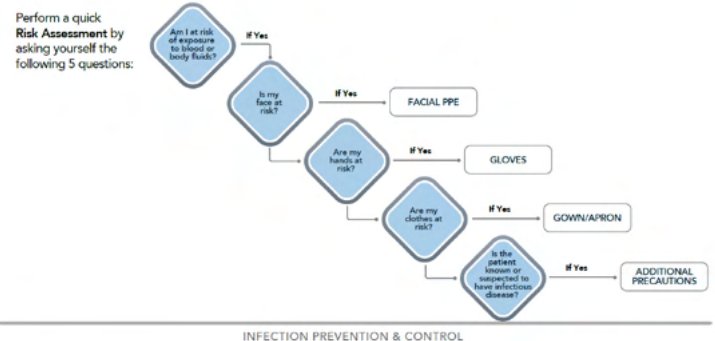
**Date:** Dec, 2020

**Skills:** Instructional design, Graphics design

**Software/System:** Adobe Illustrator  
Adobe Photoshop  
Articulate Storyline  
Moodle LMS



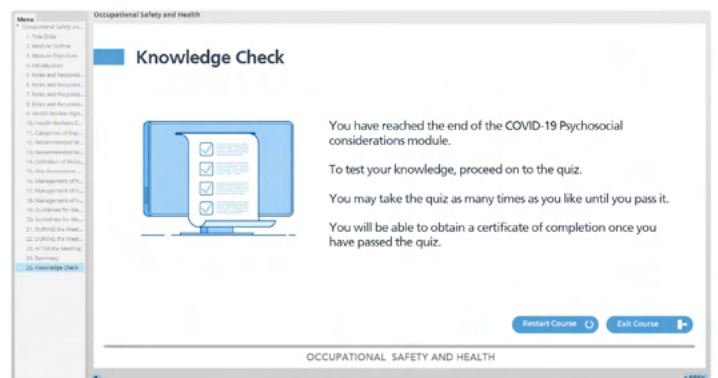
### Recommended type of personal protective equipment



### Doffing (Removing) PPE

The sequence for removing PPE is as follows:

1. Remove apron
2. Remove shoe cover
3. Remove goggles
4. Remove hood
5. Remove coverall/gown
6. Remove face mask
7. Disinfect washable boots



## EXAMPLES OF MY WORK

### #5: Company Rebranding Project

#### Scope of work

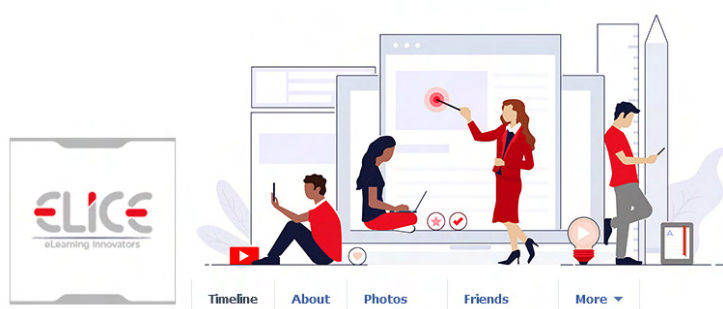
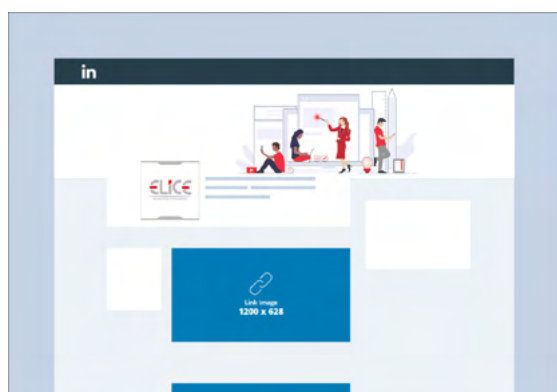
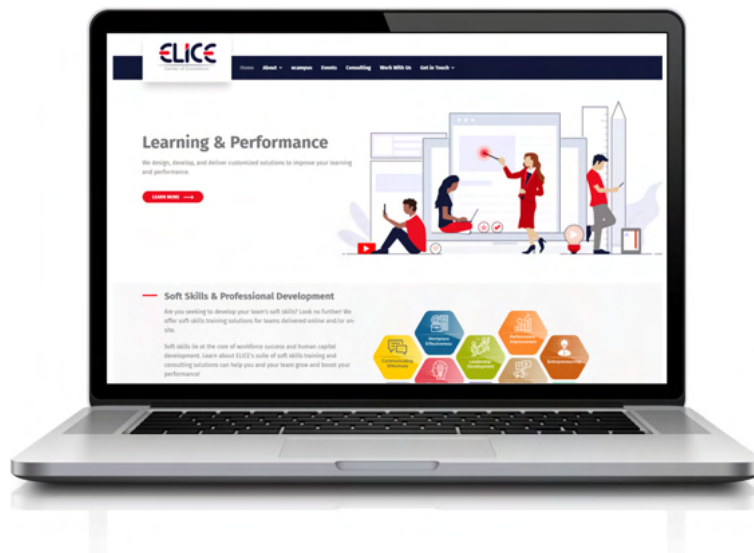
- Work with the client to redesign the company logo, the brand guidelines and other aspects of visual identity.
- Design stationary templates including business cards, letterheads, invoice, website and other collateral.
- Design eLearning templates for the various course categories.
- Develop social media campaign profile and communication/campaign materials.

**Client:** ELICE Elearning Innovators (Canada)

**Date:** Dec, 2018

**Skills:** Graphics design, Web development

**Software/System:** Adobe Illustrator  
Adobe Indesign  
Articulate Storyline  
Social Media platforms





# Ian Njuguna

GRAPHICS AND WEB DESIGNER

Contact

+254 710 394 088

1iannjuguna@gmail.com

60109-00200, Nairobi - Kenya

## THE EAST AFRICAN BUSINESS SUMMIT

#6: Assorted Event Collateral

Year: 2017



# Ian Njuguna

GRAPHICS AND WEB DESIGNER

## Contact

+254 710 394 088 ☎

1iannjuguna@gmail.com ✉

60109-00200, Nairobi - Kenya 📍

## ASSORTED PROJECTS / VARIOUS CLIENTS

### #7: Reports, Newsletters and Booklets





## #8: Posters collection and Large format print Designs

