

PORTFOLIO

2025

Welcome To My Portfolio

Welcome to my creative space.

Here, design meets purpose.

I craft visuals that communicate clearly, inspire action, and bring ideas to life.

Explore my work and discover how creativity and strategy blend seamlessly in every project.

Kevin Macharia

Contents

■ About Me

■ Graphic Design

Logo Design

Banner Design

Publication Design

Packaging Design

UX/UI Design

About Me

Kevin Macharia

Graphic Designer, Web Developer
SEO Manager, Data Analyst

I am a creative and detail-driven Graphic Designer with experience crafting visually compelling designs for web, branding, and digital media. I blend strong technical skills with modern design principles to create clean, impactful visuals that communicate clearly and elevate brands. From logos and layouts to full digital assets, I enjoy turning ideas into designs that are both functional and aesthetically striking



njugunak.kevin



Kevinmacharia



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kevinmacharia

Experience

2019 - 2024

Freelance
Graphic Designer

2025 - To Date

Data Analyst

Language

English

Education

2007-2010

Diploma in Business Information
Technology | Strathmore University

2013 - 2016

Bachelors in Business Information
Technology | Strathmore University

Skills

Photoshop (Advance)

Illustrator (Advance)

InDesign (Advance)

Corel Draw (Advance)

After effects (Intermediate)

Premier (Advance)

Abilities

Teamwork

High Responsibility

Graphic Design

Amooti Designs

Designer:

Kevin Macharia

Client:

Lorna Muteti



Amooti Designs is a designer wear tailor shop that specializes in African wear, Men and Ladies Suits, Bridal Gowns and customized designs.

East African Portland Cement LTD

Designer:

Kevin Macharia

Client:

Brenda Keya

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East African Portland Cement PLC
Holding Life Together

02

Voices From the Ground

"Sometimes, I don't know what's in stock until a customer asks. We need better communication from the factory."

— Retailer/Stockist, Kajiado

"Buyers want eco-options. Green buildings are the future. If Blue Triangle leads there, we'll win loyalty."

— Architect, Nairobi



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Sustainability-Linked Communication Strategy (Upcoming)

Blue Triangle is rebranding itself not just as strong and affordable—but also as conscious. A new marketing direction is being developed to emphasize the environmental attributes of EAPC products and practices, aligning with global sustainability trends.



The Road Ahead

EAPC is exploring participation in global climate benchmarks like the Science-Based Targets Initiative (SBTi) to affirm its commitment. The company's move toward a green cement innovation lab and market-led R&D is poised to unlock solutions tailored to Kenya's construction ecosystem.

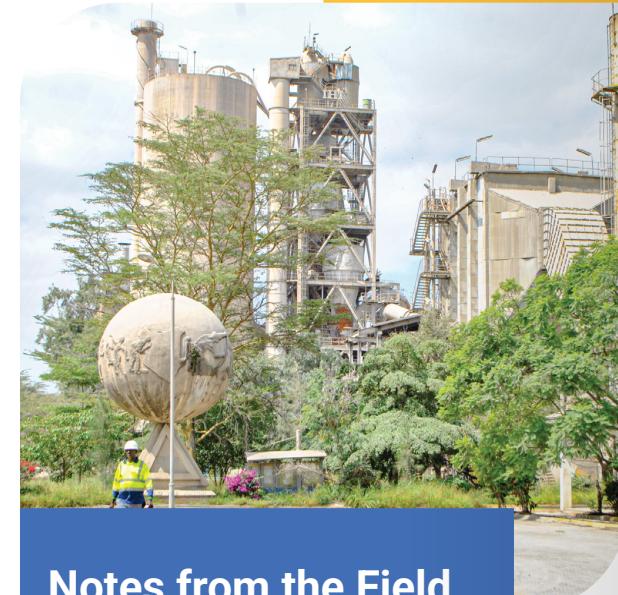


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Notes from the Field

A strategic Insight Series

Curated by Brenda Keya

Powered by East African Portland Cement PLC

A Kenyan-based public limited company specializing in the manufacturing and sale of cement and related products.

DORAN Paints By Njiriaristocrat co.

Designer:
Kevin Macharia
Client:
Joseph Ngunjiri



Doran Paints create emulsion based paints ideal for roofs coating and cement based surfaces. Its made from pure acrylic resin and weather resistant pigment Spreading.

FREEKENYA MOVEMENT

Designer:
Kevin Macharia
Client:
FreeKenya



FreeKenya Organisation. Web app for user registration and user management with Mpesa Api Intergration for Donations.

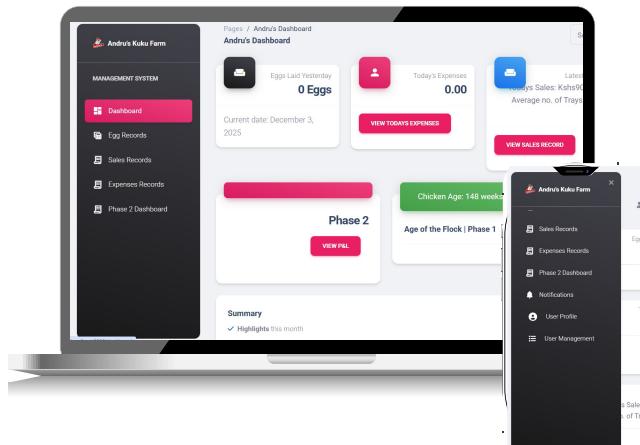
ANDRU KUKU'S MANAGEMENT SYSTEM

Designer/Developer:

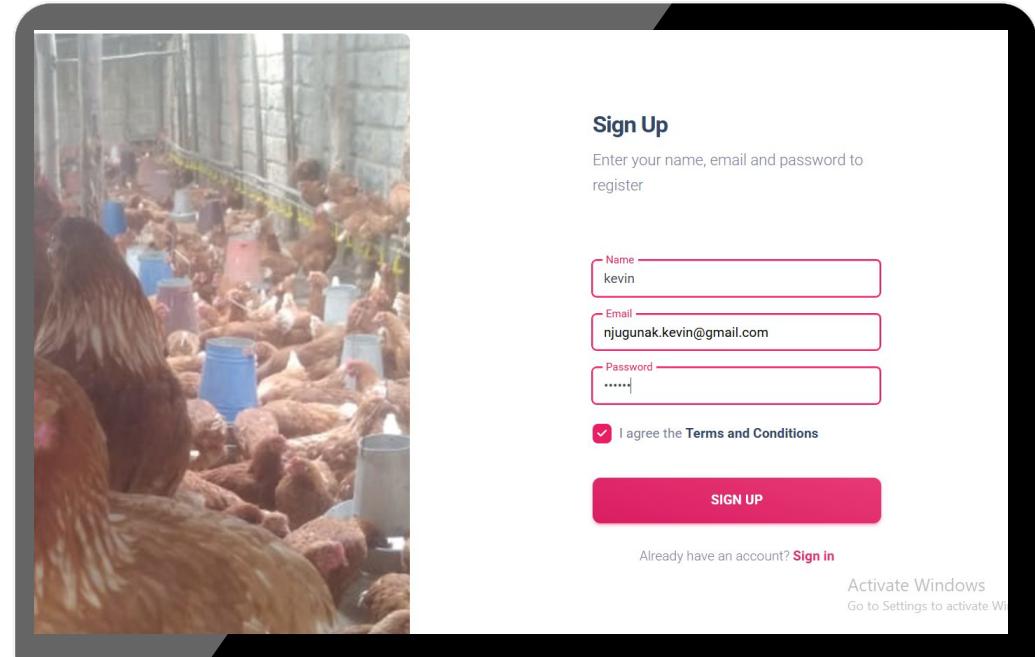
Kevin Macharia

Client:

Andrew | Director



UX/UI



Andru's Kuku Management System is a streamlined web application designed to record egg production, track sales and expenses, and automatically generate insightful reports for better farm management and decision-making.

Thank You