



who I am + what I do

WORK

Ngeshlew is a Design Consultant

Have you ever listened to a song and felt like it was written just for you? A song where every word, every string and drumbeat made you feel like somehow the artist took a peak into your mind and was able to compose a track you would immediately connect with? Well it's essentially the aim of all User Experience Designers.

That's what Lewis Kang'ethe has been doing for the last 3 years .



Design + Experience

	Brand	Design	Digital
	Research & Audits	Human Centred Design	Strategy
	Naming	Product Design	UX
	Rebranding	Information Design	Web
	Identities & Logomarks	Packaging & Retail	Mobile
	Extension	Signage & Wayfinding	Interactive
		Visual Design	



CLIENTS

Our Clients Think Big



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Case Studies

Some sample case studies highlighting various approaches and design thinking processes used to build brands and create value.



ASIATIC RHTHYMS REBRAND

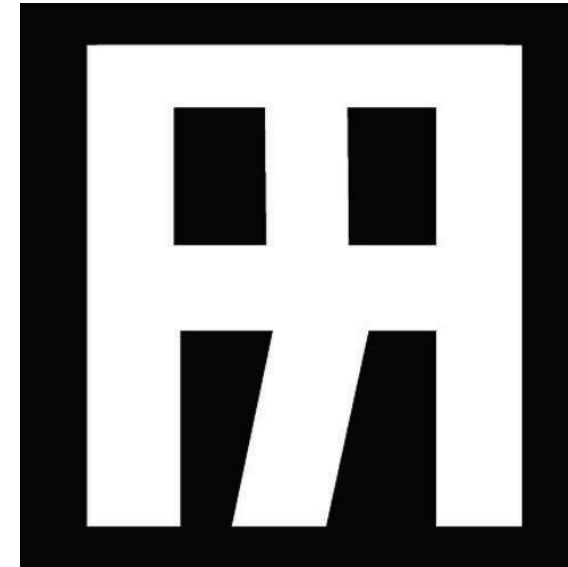
Original People Original Music

After doing research, Asiatic Rhythms (a Hip-Hop label out of Los Angeles) felt that it was time to reinvent their brand because the problem they were facing was their image wasn't being communicated effeciently to their customers who are young men.

The goal of the rebrand was a milestone (revolutionary). The research found out that the previous brand was out of step with the current needs and desires of their customers.

The story is the world which was once made up of one continent which later divided itself. We developed the new identity and look transforming the older Asiatic Rhythms to a more clean, modern and simplisitic experience.

from this



to this



Music to Africa

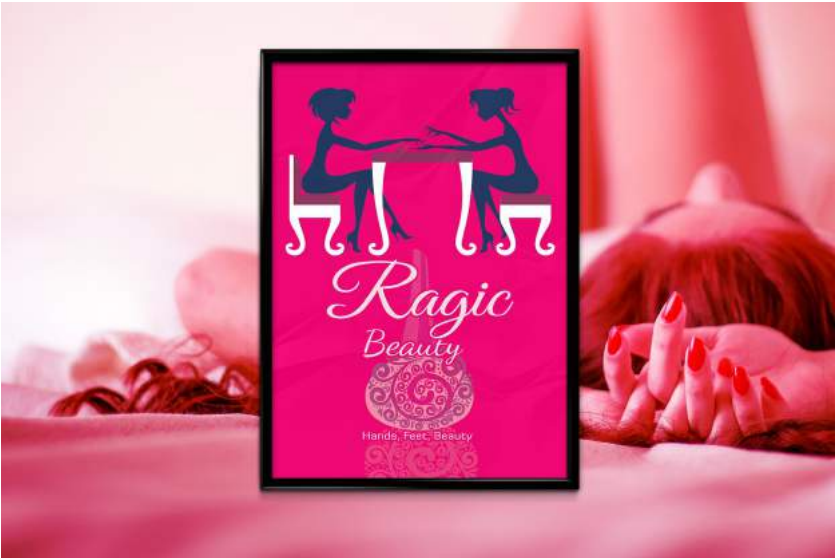
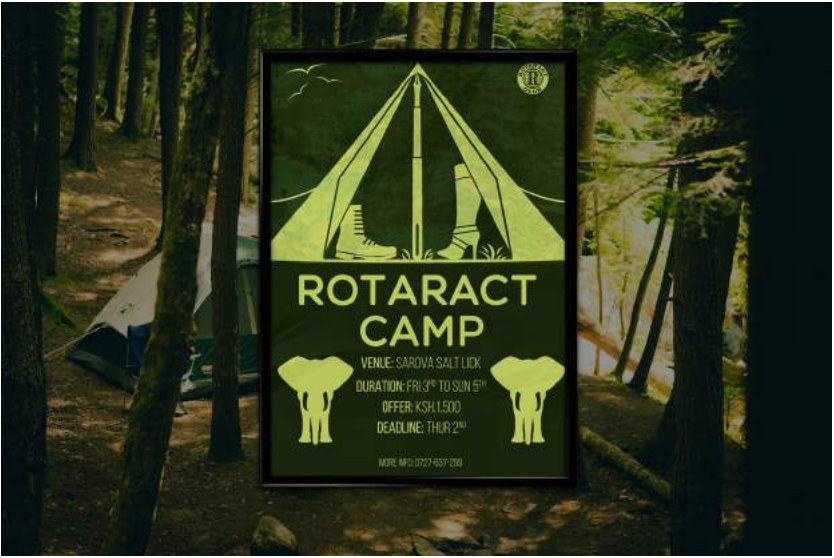
Taafrija (uprising event specialists in Nairobi) is a start-up business that aims at big time entertainment events and redefining Events Created in Africa.

The name is from "tafrija" originating from the Coastal Swahili culture meaning amusement, enjoyment, entertainment, party, relaxation and recreation.

The concept behind Taafrija is you are always left smiling in your heart after experiencing their brand services.

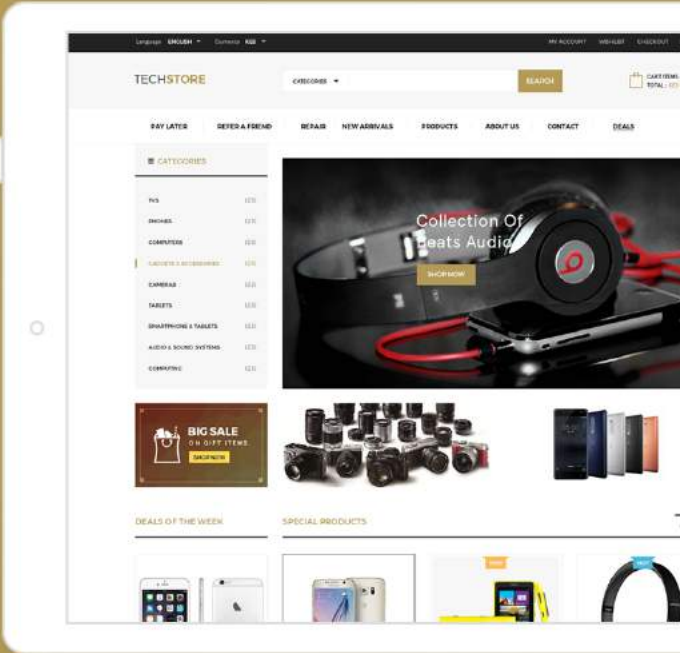
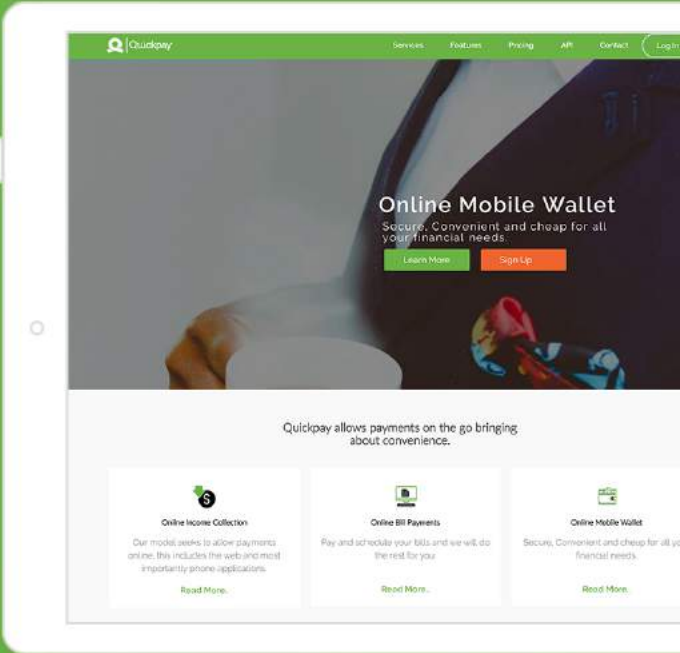
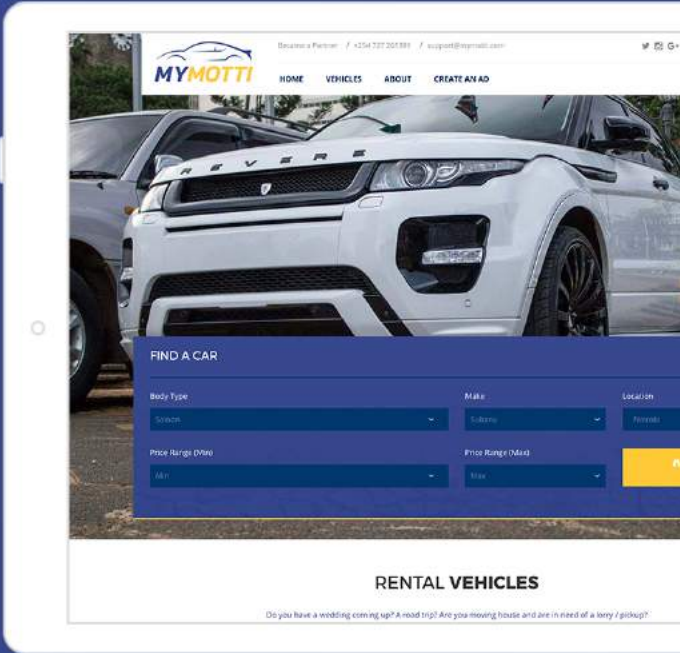
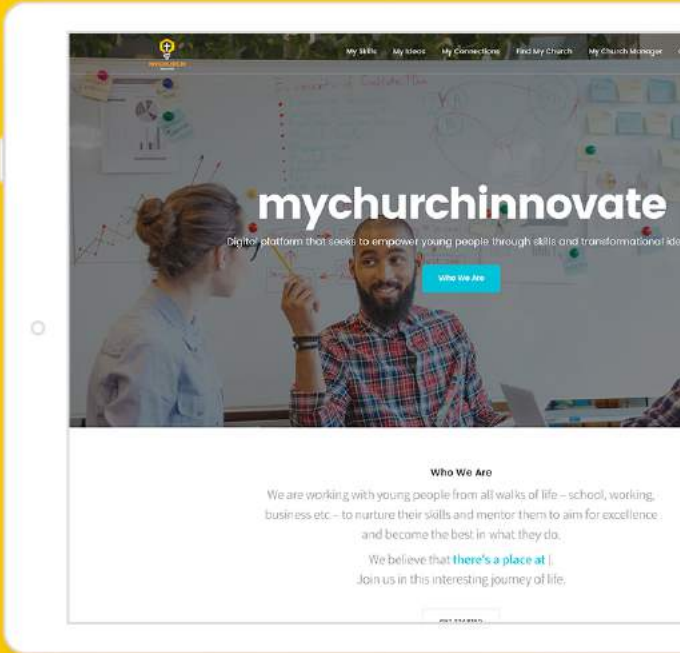
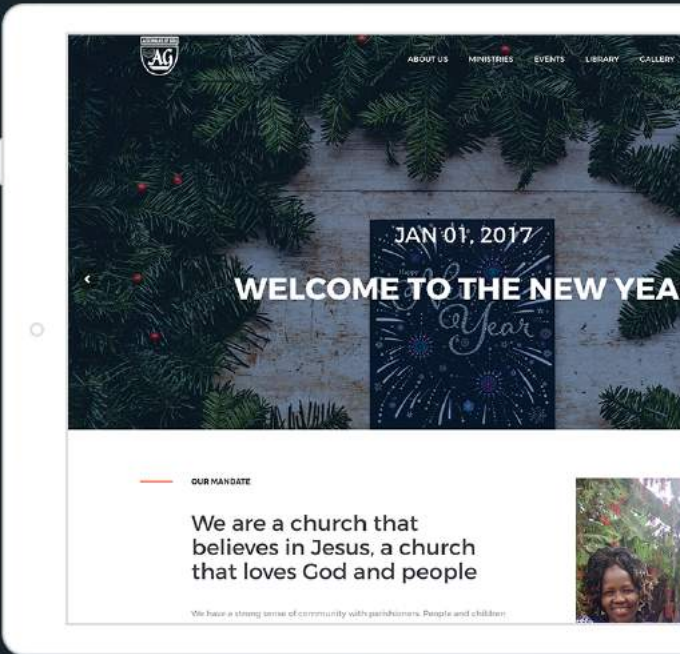
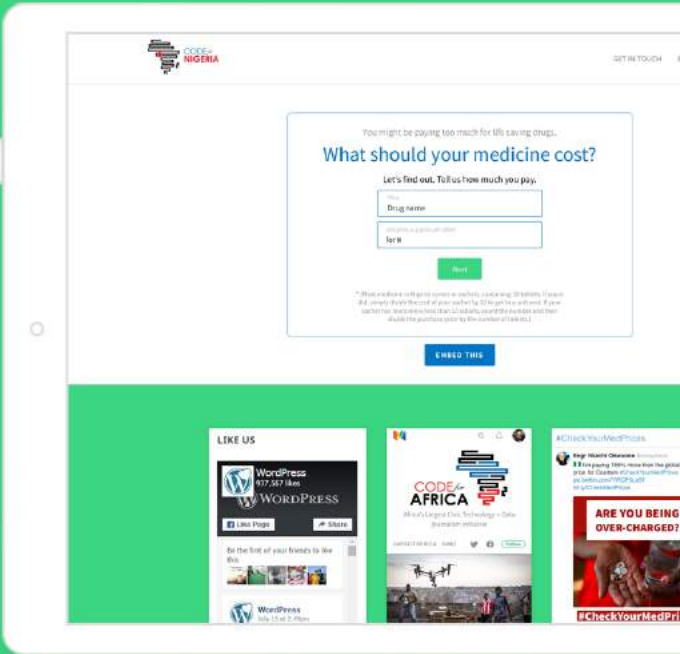
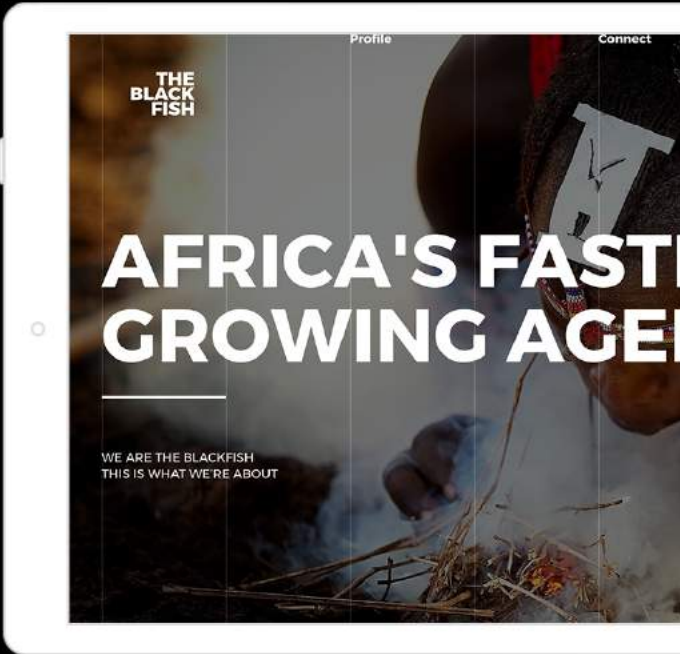
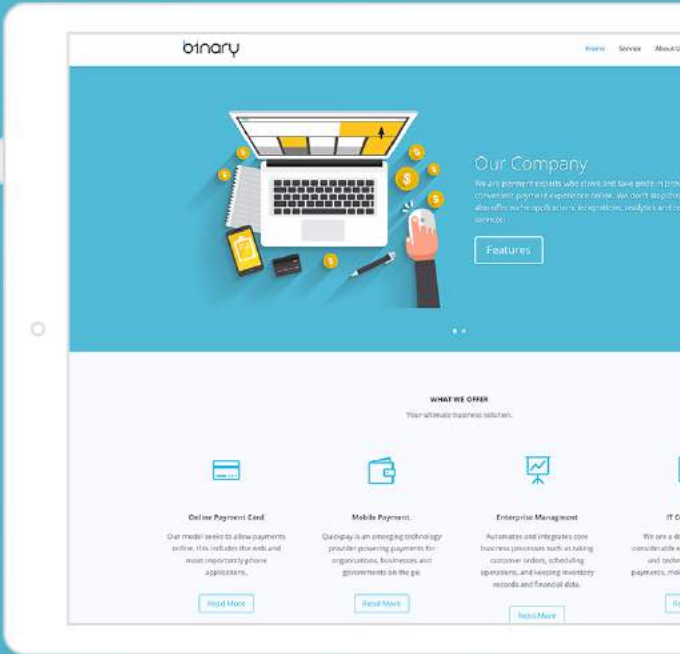


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