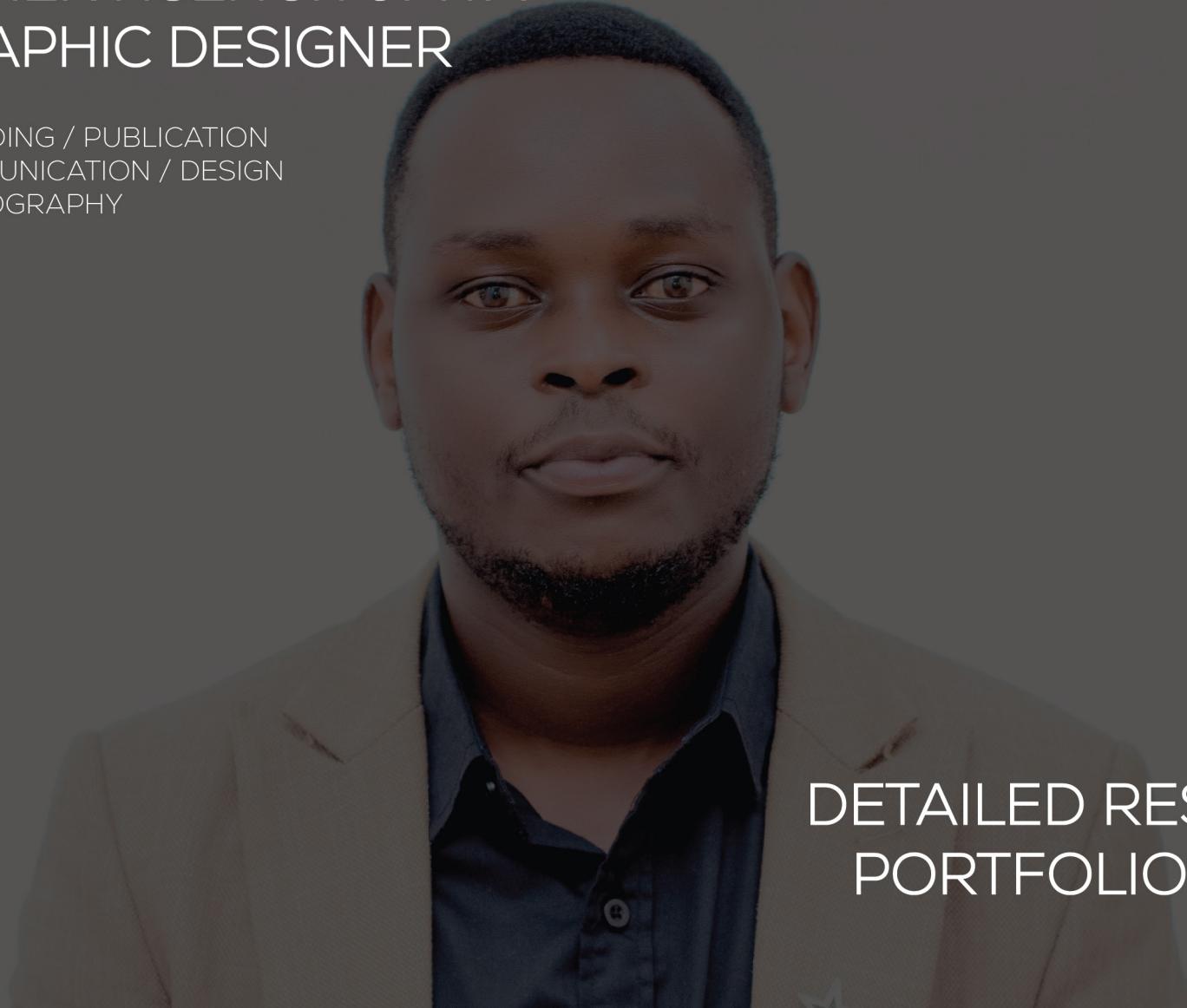


XAVIER NSENGIYUMVA

GRAPHIC DESIGNER

/BRANDING / PUBLICATION
/COMMUNICATION / DESIGN
/PHOTOGRAPHY



DETAILED RESUME &
PORTFOLIO ©2024



HELLO, I AM XAVIERNSENGIYUMVA

a 27 year old , dedicated and versatile communication Professional with a passion for creating compelling narratives, Building strong relationships, and driving results.

I bring 3 years of experience in communication and I have honed My skills in various communication disciplines, including publication, Branding, digital marketing, and corporate communication.

My ability to understand target audiences, create compelling Content, and manage complex projects has consistently delivered Results for my clients and organizations



CONTACT INFORMATION

I am a dynamic communication specialist with a track record of crafting Engaging narratives and driving impactful communication strategies.
My contact information is as follows:



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Contact

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E. xnsengiyumval1@gmail.com

Social media

Linkedin / [@nsengiyumvaxavier](#)
Behance / [@nsengiyumvaxavier](#)
Instarram / [@swankxavi](#)



RESUME & WORK EXPERIENCES

Welcome to my communication specialist portfolio. I am dedicated and versatile communication professional with a passion for Creating compelling narratives, building strong relationships, and Driving results.

● StarTimes Rwanda

Graphic Designer

Feb 2023 - Present

Key Responsibilities:

- Conceptualize strategies and design visually appealing and effective marketing materials, including brochures, posters, infographics, and digital assets, to support various client campaigns and initiatives.
- Collaborate closely with clients and stakeholders to understand their communication needs and translate them into compelling communication design solutions.
- Manage the end-to-end design process, from ideation and sketching to final production and delivery, ensuring projects are completed on time and within budget.
- Maintain a consistent visual identity for company brands, adhering to brand guidelines while exploring creative ways to refresh and update myself.
- Stay up-to-date with design trends and software tools, consistently improving design quality and efficiency.

- Produce social media strategies, graphics and content to enhance online presence and engagement.
- Provide art direction and mentorship to junior designers and interns.
- Collaborated closely with cross-functional teams to gather project requirements, ensuring clear communication and project alignment.
- Produced high-quality print and digital materials, including Posters, brochures, banners, Pull up, street pole , Billboard, and social media content.
- Managed multiple projects simultaneously, meeting strict deadlines and budget constraints.

This experience as a official Graphic Designer at StarTimes Rwanda allowed me to contribute to impactful design projects, collaborate effectively with marketing team and colleagues, and continually improve my design skills in a dynamic and creative environment

- **Radio and TV10 (Academic Internship)**

Video Journalist

Feb 2022-Apr 2022 (3Months)

Key Responsibilities:

- Produced compelling video content by identifying newsworthy events and conducting thorough research.
- Managed all aspects of video production, including filming, editing, and finalizing content for distribution.
- Collaborated closely with colleagues to brainstorm ideas, plan shoots, and meet tight deadlines.
- Ensured the accuracy and relevance of each story through diligent fact-checking and adherence to journalistic ethics.
- Adapted storytelling techniques to suit various platforms, including television, online platforms, and social media.
- Stayed updated on industry trends and techniques through continuous learning and professional development.
- Cultivated meaningful relationships with sources, colleagues, and the community

to enrich the quality of reporting.

- Edited video content using industry-standard software to ensure visual coherence and narrative flow.
- Collaborated with the production team to develop visual concepts and storyboards for video projects.

Achievements:

- Consistently delivered high-quality video content that met the organization's standards of excellence.
- Enhanced viewer engagement and audience reach through strategic use of multimedia storytelling techniques.
- Received positive feedback from colleagues and supervisors for creativity, professionalism, and attention to detail.

This experience as Video journalist at Radio TV10 reflects my expertise in creating impactful visual content, working with team, and achieving tangible results.

● **Year 4 research project**

Photographer

June 2022-Dec 2022

Key Responsibilities:

- Set out on a thrilling journey to explore Rwanda's tourism potential through the lens of photography.
- Unveil the captivating ability of visual storytelling to inspire wanderlust and shape perceptions.
- Traverse Rwanda's diverse landscapes and vibrant culture, capturing its beauty and richness in every frame.
- Collaborate with local stakeholders, policymakers, and photographers to craft a vision for sustainable tourism rooted in ethical practice.
- Utilize digital platforms to amplify Rwanda's narrative globally, captivating audiences with immersive storytelling..
- Advocate for initiatives that empower communities, preserve cultural heritage, and safeguard natural wonders..
- Reflect on the profound experiences shared and emerge as an ambassador for Rwanda's beauty and potentialy

Achievements:

Through my research on Promoting Visit Rwanda through photography, I've pioneered novel approaches that harness the evocative power of imagery to elevate Rwanda's tourism appeal. This endeavor has not only garnered international attention but has also contributed to fostering sustainable tourism practices and fostering cultural exchange

This experience i got through my academic research on promoting visit Rwanda through photography reflects my expertise in creating impactful visual content and story telling to achieve tangible results.



EDUCATIONAL BACKGROUND

University of Rwanda
BA (Hons), Communication Design

2018-2022

My education at University of Rwanda laid a strong foundation for my career in graphic design. The program's comprehensive curriculum, hands-on projects, and exposure to industry-standard software equipped me with the knowledge and skills necessary to excel in this dynamic and creative field. It has been a valuable stepping stone in my journey towards becoming a proficient and successful graphic designer.

A Level Certificate
PCM (Physics, Chemistry and Maths)
ESc Nyamagabe

2015-2017

The Diploma in Graphic Design program at ESc Nyamagabe provided a comprehensive and immersive educational experience in real life. This Three-year program, undertaken in the smallest city of Nyamagabe , equipped me with a strong foundation in Science and helped me to explore many thing . Through a combination of theoretical knowledge and practical hands-on training, this program fostered creativity, critical thinking, and technical proficiency in my life.

**Core Competencies:**

- Publication
- Content Creation
- Digital Marketing
- Brand Management

Technical Skills:

- Adobe Creative Suite (Photoshop, Illustrator, InDesign)
- Social Media Management Tools (e.g., Hootsuite)
- Project Management Software (e.g., Trello)

Languages:

- Kinyarwanda - Fluent
- English - Advanced
- Français- Intermediate

PROJECTS AND CAMPAIGNS

This portfolio showcases my experience in communication design, including branding, digital campaigns, print materials, and publications.

Each project and campaign reflects my commitment to delivering creative and effective communication solutions that meet the unique needs of clients and organizations



LUNCHING NEW TV CHANNEL GANZA TV

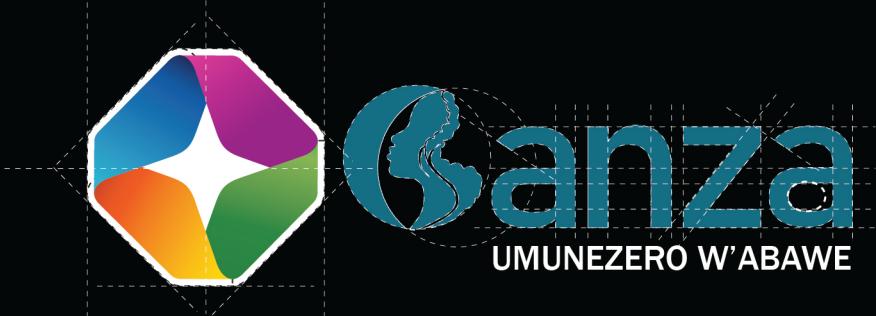
Briefly:

Ganza means "**Dominates**", After conducting a market research on our competitor we found out That there is missing in entertaining women and we Came up with an idea of bringing a channel which Will be mainly focus on women contents . On this phase we decide to lunch a new channel Which will be broadcast translated Drama "**Agasobanuye**"

Brand identity

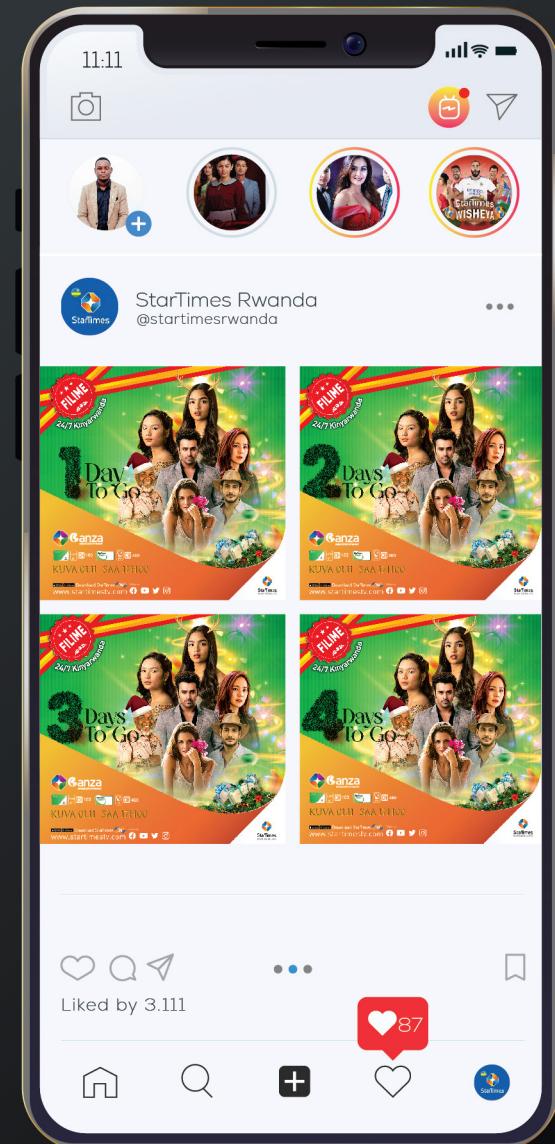
After selecting Name of Channel we created a modern, clean logo that symbolized our main targeted audience. from logo design phase we work hand on hand as marketing team and also we collaborate with all intire staff just to give their opinion on the logo design.

Logo





SOCIAL MEDIA POSTER



Roll-up



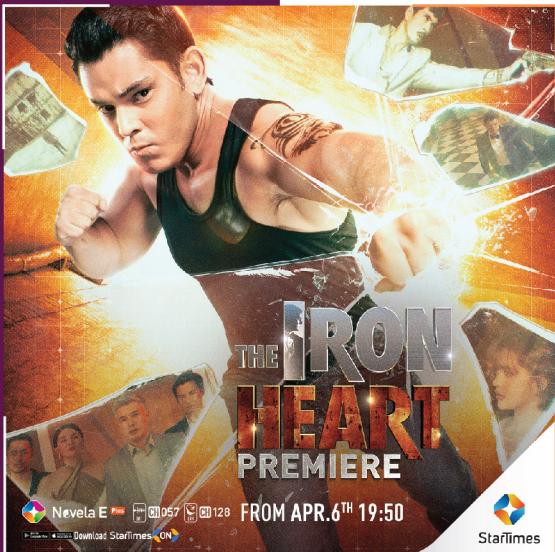
#Billboard



Social Media Poster #Drama



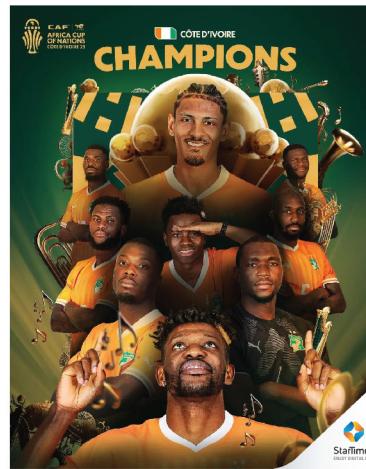
COUNT
DOWN



COUNT
DOWN

Social Media Poster

#Sports



Social Media Postir

#Other contents



Social Media Banner

#Banner





PERSONAL
project



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"Racing isn't just about crossing the finish line first; it's about the journey, the camaraderie, and the relentless pursuit of excellence in the face of adversity."

A RACE

It's not about
how fast you go. ...



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A RACE

www.arace.com













Design creates culture,
culture shapes values,
values determine the future.

REFERENCE CONTACTS

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