

MUSE RAYNOLD TSUMA

GRAPHIC DESIGNER



+254 796 705 339



tsumaraynold@gmail.com



Nairobi



@raynold-ray

PROFESSIONAL PROFILE

A **seasoned graphic designer** with a strong passion for creating visually stunning advertising campaigns that effectively connect with audiences. My expertise in design aesthetics and strategic marketing allows me to craft impactful brand identities that stand out. In addition to my design, I am an accomplished IT Expert with extensive experience in developing websites and web applications. By combining creativity with technical proficiency, I deliver innovative digital solutions that are both functional and engaging. My unique blend of skills enables me to bridge the gap between art and technology, bringing ideas to life in meaningful ways.

TECHNICAL SKILLS

Graphic Design

Cinema 4D

Adobe Suite

Blender 3D

CorelDraw

Software Efficiency

UI/UX

PROFESSIONAL EXPERIENCE

GRAPHIC DESIGN AND SOCIAL MEDIA MARKETER

Tufahakhdar Agency Ltd - November 2024 - Current

- Design and create visually appealing marketing materials, including brochures, flyers, and presentations, to promote the agency's services and attract clients.
- Develop and maintain a consistent brand identity across all marketing collateral.
- Design eye-catching social media graphics and advertisements.
- Design visually appealing candidate profiles and resumes.
- Create compelling graphics for job postings on various platforms.
- Develop presentations and other visual aids for client meetings.
- Create internal communications materials, such as newsletters and announcements.
- Design templates for internal documents and forms.

GRAPHIC DESIGNER AND IT PERSONNEL

Geovany Agencies Ltd - November 2023 - September 2024

- In my capacity as a designer, I created and deployed marketing assets across digital platforms, ensuring alignment with branding objectives.
- I also developed and prepared client-facing documents tailored for use during interviews and other professional engagements.
- Design and create visually appealing marketing materials, including brochures, flyers, and presentations, to promote the agency's services and attract clients.
- Design eye-catching social media graphics and advertisements.
- Create visually engaging email templates for marketing campaigns.
- I was also responsible for designing and implementing documentation frameworks to streamline access and ensure seamless management by team members.
- My role included diagnosing and resolving technical and network-related issues within the office infrastructure.

MUSE RAYNOLD TSUMA

GRAPHIC DESIGNER



+254796705339



tsumaraynold@gmail.com



Nairobi



@raynold-ray

GRAPHIC DESIGNER

Fairmont Printers / December 2022 to August 2023

- Conceptualize and produce graphic designs for printed media, including brochures, banners, and product packaging, ensuring high-quality output.
- Generate and optimize artwork tailored for diverse printing processes and formats, maintaining precision and adaptability.
- Create comprehensive brand identities, encompassing logo design and visual standard guidelines to establish cohesive branding.
- Implement rigorous quality control processes to ensure design deliverables align with client specifications and branding strategies.

Oversee the production workflow of printed materials, ensuring adherence to quality standards and deadlines.

DESIGNER AND SOCIAL MEDIA ADVERT CREATOR (INTERN)

Executive Car World (ECW) / 2021

- Conceptualized and executed motion graphics to effectively narrate the Executive Car World brand story and showcase its product offerings.
- Conducted professional photography and videography to document and highlight the company's products and services for various media purposes.
- Contributed to the design and development of Executive Car World catalogs, ensuring accurate representation of the company's diverse products and services.
- Managed social media advertising campaigns to promote Executive Car World's products and services in alignment with the company's strategic objectives.

EDUCATION

B.Sc GRAPHICS COMMUNICATION & ADVERTISING

Moi University Main Campus, Uasin Gishu | 2017 - 2022

HIGH SCHOOL EDUCATION

Chesamisi Boys High School, Kimilili | 2013 - 2016

ONLINE DESIGN PORTFOLIO

<https://raynold-ray.github.io/portfolio/>

PROJECTS

June 2024 -Aug 2024: Served as a Contracted Website Manager for **Kenya Association of Private Employment Agencies (KAPEA)**

Sept 2021 - Jan 2022: Worked as an outsourced Document Designer for **SGA Security**

Sept 2021 - Dec 2021: Worked as an outsourced Document Designer for **PURE HIJAMA**

2020 - 2021: Served as part of Instagram Social Content Manager for **Moi University Grace Chapel**

Created the 2021 Bible Study Guide for **Moi University Grace Chapel**

REFEREES

- Available on request