

Victor Chweya

Designer & Frontend Developer

Self-taught, multi-disciplinary Designer and Frontend Developer with 8+ years of experience, a passion for minimalism, usability, accessibility and creating meaningful experiences. Specialises in visual design, interaction design, brand identity design, user interface design, user experience design and core front end technologies HTML, CSS & Javascript. Able to take ideas from concept to production.

Switch TV, UI/UX Designer

April 2018 - Present

Wire-framed, prototyped, developed (HTML/CSS & Javascript) and evaluated switch TV website and mobile application (ios, android & android TV) with 5k+ daily unique visitors and 10k+ daily active users for the website and app respectively.

Worked with marketing and production departments in designing all promotional materials for TV, Print and Digital. Generated and pitched campaign concepts for client advertisements and retail business together with the sales team.

Led creative direction for various brand and product design projects for Kenya Red Cross and its subsidiaries: International Centre for Humanitarian Affairs, The Boma Hotels, Boma International Hospitality College, Kenya Red Cross Training Institute, Boma Panafrikan, Boma Kahawa, Eplus.

Standard Media Group, Web Designer

May 2016 - April 2018

Refined design directions for the online department. Lead the planning in redesigning and developing of digital products websites (5), mobile applications (5), and brand identities.

Worked with the development team in having and average reduced bounce rate of less than 40% and increase page views of 55%+ across all websites

Collaborated with the marketing team to craft multi-platform (web, TV & print) graphics and micro-sites for various projects.

Hivisasa, UI Designer

Mar 2015 - March 2016

Redesigned their old news site making it responsive together with their content management system. Closely worked with the development team in creating work-flows, wire-frames and high fidelity prototypes final site designs in Photoshop and developing the front end. The redesign lead to an increase by 46% and decreased bounce rate (-29%) on the mobile site.

Avicdesign, Freelancer

Nov 2010 - Present

Worked with individuals, small/mid-sized companies to well established organisations doing multiple projects that included, brand identity design, marketing and advertising design, UI/UX design, publication design, packaging design, motion graphics & illustrations.

portfolio: victorchweya.com
email: vchweya@avicdesign.com
phone: 0734943613

Strathmore University

Class of 2008

B.COM - Finance Major and Marketing minor

Design

User Interface Design, Visual Design, Interaction Design, Brand Identity Design, Art Direction, Product Design, Brand Strategy.

UX Methods

User Research, Usability Testing, Persona, Wire-framing Prototyping, A/B testing, Statistical Analysis.

Programming

HTML / CSS, Javascript, JQUERY, LESS/SCSS, NPM GIT

Tools

Photoshop, Indesign, Illustrator, Adobe xd, Figma, Invision, Vscode, Sublimetext, MS Office/GSuite, Adsense, Admanager, Search Console, Ad Mob

Referees

Matthew Shahi - Digital Business Manager
Standard Media Group
Email: mathewshahi@gmail.com
Phone: 0722400737

Vincent Ntalami - Managing Director
Innova Limited
Email: vntalami@innova.co.ke
Phone: 0728608333

Alistair Gould - Chief Executive Officer
African Alliance
Email: alistair.gould@gmail.com
Phone: 0705267235