Victor Chweya

Designer & Front-end Developer

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I'm an experienced (8+ years), multi-skilled designer (UI/UX/Visual/Branding) and Front-End Developer (Html/CSS/Js/React),

Work Experience

Avicdesign, Freelancer
Nov 2010 - Present

Consulting, designing and building brands and websites for individuals, SMEs and start-ups and large enterprises. My work involves, UI/UX, brand identity, marketing and advertising, publication and packaging design, as well as championing user-centred methodologies to businesses and developers.

Switch TV, UI/UX Designer
April 2018 - Jan 2021

Designer within the Digital and IT department, responsible for researching, competitor analysis, planning, designing dynamic, flexible and scalable UI across all our platforms as well as doing front end development.

I also worked with marketing and production departments in designing all promotional materials for TV, Print and Digital, and created a style guide. Guided 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

Standard Media Group, Web Designer
May 2016 - April 2018

Group responsibility for refining design direction of a diverse digital portfolio spanning news, video, job boards, classifieds, entertainment & lifestyle, serving over 30 million unique monthly users. Championed the need for brand and website design refresh for digital products including ussd, mobile and desktop applications

I had a pivotal role between the editorial team and developers, designing engaging layouts and developing them with HTML/CSS speeding up iterations and delivery.

Hivisasa, UI Designer
Mar 2015 - March 2016

As the sole designer of the first crowd-sourced news site in Kenya, I redesigned the community platform and brand identity, designed print/digital marketing collateral, refining the user experience which led to an increase in site traffic, lower bounce rate, improved search engine optimisation and community engagement.

Education

Udacity
2021

Nano Degree - Front End Web Development

Strathmore University
Class of 2008

B.COM - Finance Major and Marketing minor

Skills

Design

User Interface Design, User Experience Design, Visual Design, Brand Identity Design, Product Design, Brand Strategy.

Programming

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

Tools

Photoshop, Indesign, Illustrator, Adobe xd, Figma, Invision, Vscode, Sublimetext, Google Adsense, Admanager, Search Console, Ad Mob & Analytics

Community

NodeSchool Nairobi
November 2020 - Present

Community Support Member

Referees

Available upon request