

CALEB OTIENO



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Summary

Websites, Portfolio, Profiles

- <https://meritmedia.vercel.app/>

Professional Summary

Creative, Adaptable Graphic and UI/UX Designer with over 5 years experience facilitating and supporting human interactions with complex systems and software in designs. Maintains user-centric designs while adhering to prescribed interface principals and related development goals. Dedicated to creating inviting and unintimidating interfaces and concepts for everything from simple open-source applications to complex exclusive systems.

Experience



Graphic Design and IT Trainer

Palazzolo Vocational Training Institute

Aug 2023 - Sep 2023 (2 months)

Taught the concepts of Design.

Took students through Photoshop, and Adobe Illustrator.

Participated and engaged students in designing real-time designs using the applications.



Senior Product Designer

NEA GROUP OF GLOBAL GIANTS

Sep 2022 - Present (1 year 1 month)

Lead designer, overseeing a team of 5 designers in designing products for the company.

- Carried out design thinking process with the team to create stunning concepts for the products.
- Worked with the project manager, content creation room to ideate and interpret design briefs and come up with relevant, eye-catching designs for social media marketing use.



Senior User Interface Designer

N A Y V Y Inc.

Dec 2022 - Present (10 months)

Monitored emerging UX design trends and practices for useful techniques and cutting-edge

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developments suitable for integration into future projects.

- Participated in Nayvy Inc. design review meetings to brainstorm new UI developments through collaborative thinking.
- Analyzed user feedback to influence future UI updates, enhancing user concerns and pain points during subsequent patch cycles.
- Maximized system performance, enhancing end-user experience by applying iterative back end development updates.



Senior Graphic Designer

Jeysell Limited Co.

Jul 2022 - Present (1 year 3 months)

Brainstormed on new ideas on the company's brands through market research.

- Solved major customer needs through designs.
- Designed posters, and other company's design templates for social media use.
- A member of the digital marketing executive board.
- Lead generation as per the company's statutory on a daily basis.



Content Writer

College Aftermath

Wrote and edited high-quality content and visually impactful programs under deadline pressure with exciting, captivating and authentic approach.

- Utilized exceptional writing, editing and proofreading skills to produce engaging and error-free content.
- Completed thorough research into assigned topics.
- Organized material to research and complete writing tasks.



Freelance Graphic Designer/ Product Designer

Merit Graphics

Dec 2016 - Present (6 years 10 months)

Designed website and apps layouts, templates and unique branded looks.

- Developed creative design for print materials, brochures, banners and signs.
- Created digital image files for use in digital and traditional printing methods.



Cyber Technician

Winscom Technology, Inc.

Mar 2018 - Mar 2021 (3 years 1 month)

Computer troubleshooting and fixing technical issues.

- Quickly learned new skills and applied them to daily tasks, improving efficiency and productivity.
- Carried out day-day duties accurately and efficiently.
- Demonstrated respect, friendliness and willingness to help wherever needed.



Computer Trainer

Colmac College

Mar 2016 - Sep 2016 (7 months)

Trained and developed students' skills in word-processing, spreadsheet and database programs.

- Tested and evaluated student progress to determine effectiveness and impact of teaching methods, materials and projects.
- Taught correct hand placement for typing and basic computer skills.
- Used lectures, demonstrations and discussions to instruct students individually and in small groups.
- Planned and implemented curriculum to teach up-to-date technology to the students.

Education



Kenyatta University

Bachelor of Arts (BA)



St. Mary Burumba Secondary School

KCSE B (Plain)



St. Mary's Burumba Primary School KCPE. Other Attained Quanlifications and Certifications



Kenyatta University

Licenses & Certifications



Introduction to Programming Using HTML and CSS - Sololearn

Skills

adobe • adobe photoshop • approach • brochure design • computer skills • content management • creative design • HTML5 • Cascading Style Sheets (CSS)

Honors & Awards



Product Designer - NEA GROUP OF GLOBAL GIANTS

Nov 2022