



VICTOR NYAGAH

BRAND & DIGITAL DESIGNER

NAIROBI, KENYA | +254 740 733 551 | VICTORNYAGAH3747@GMAIL.COM | VICTORNYAGAH.COM



ABOUT ME

A multidisciplinary graphic designer with a strong focus on branding, marketing design and web experiences. I combine creative strategy and visual storytelling to help businesses build cohesive, engaging and results-driven identities. With hands-on experience collaborating with startups, studios and global teams, I've developed brand systems, marketing campaigns and digital assets that elevate presence and drive growth. Skilled in Adobe Creative Suite and Wix Studio, I thrive in fast-paced, collaborative environments where design is both creative and strategic.



CONTACT

Mobile:
+254 740 733 551

Home:
Nairobi, Kenya

Email:
victornyagah3747@gmail.com

Portfolio:
www.victornyagah.com



SOFTWARES

ADOBE ILLUSTRATOR

ADOBE PHOTOSHOP

ADOBE INDESIGN

ADOBE PREMIER PRO

ADOBE AFTER EFFECTS

ADOBE XD

WIXSTUDIO

FIGMA

CANVA



EXPERIENCES

LAVISO

Brand & Creative Designer | Retainer

Jan 2026 – Jul 2026 | Remote, USA

- Developed visual concepts and brand assets for a private luxury business network focused on high-performance and exotic car owners.
- Designed brand applications across digital, print, events, membership materials, merchandise and promotional communications.
- Created campaign concepts and visual content for automotive, luxury lifestyle and business-focused initiatives.
- Developed logos, visual identities, mockups and branded assets for new initiatives and product concepts.
- Produced campaign imagery and visual compositions using a combination of traditional design tools and AI-assisted creative workflows.
- Designed event branding, social media content, membership materials, presentation assets and promotional collateral.
- Contributed to the development of Carbon Lusso, a luxury automotive lifestyle sub-brand, including branding, merchandise concepts, apparel and product mockups.



AI SKILLS

AI IMAGE GENERATION

AI CONCEPT DEVELOPMENT

AI VISUAL DEVELOPMENT

AI-ASSISTED DESIGN

AI-ASSISTED CODING

AI PROTOTYPING

AI CREATIVE WORKFLOWS



SKILLS

COLLABORATIVE

CREATIVE THINKER

PROBLEM SOLVER

FAST AND ADAPTIVE LEARNER

ATTENTIVE TO DETAIL

INNOVATIVE



LANGUAGES

ENGLISH

SWAHILI

- Worked directly with stakeholders to develop and refine creative concepts while maintaining consistency across multiple brand touchpoints.

BETRWORKR

Marketing Designer | Retainer

Jul 2025 – Mar 2026 | Remote, Kenya

- Created marketing and communication materials including social media content, event branding, sponsorship decks and website visuals.
- Developed and refined visual direction for the brand across marketing campaigns and partner initiatives.
- Designed promotional materials for events and partnerships, supporting brand visibility and audience engagement.
- Collaborated with the marketing team to maintain consistent visual communication across campaigns and platforms.
- Supported ongoing marketing and sales activities through digital assets, presentations and promotional materials.

STUDIO PLUS

Creative Lead | Retainer

Nov 2024 – Jun 2025 | Remote, Kenya

- Led the creative direction and visual development of Studio Plus, covering brand identity, marketing collateral and website design.
- Developed company profiles, presentations and marketing materials used to communicate the business to prospective clients and partners.
- Worked on branding and visual communication for interior design projects, ensuring consistency across client touchpoints.
- Collaborated with internal teams and clients to translate project requirements into clear and effective visual solutions.
- Oversaw creative production across multiple projects while maintaining quality and consistency in the final output.

PAW CLUB

Graphic & Web Designer | Retainer

Jul 2023 – Oct 2024 | Remote, USA

- Led the visual rebrand of Paw Club, including logo development, colour palette, brand applications and marketing collateral.
- Redesigned the company website to improve visual appeal, user experience and the overall customer journey.
- Created social media graphics, newsletters and digital marketing materials to support ongoing customer engagement.
- Managed website customer communications and supported improvements to the overall customer experience.
- Conducted research and developed customer surveys to gather insights and support service improvements.
- Provided ongoing design and technical support across the company's digital platforms.

FREELANCE DESIGNER

Brand, Digital & Graphic Design

Apr 2022 – Jun 2023 | Remote

- Provided branding, graphic design and digital design services to clients across Kenya, the USA, Canada and the UK.
- Developed logos, brand identities, marketing materials and social media content for businesses across different industries.
- Managed multiple projects from initial concept through to final delivery, working within client requirements and deadlines.
- Developed visual solutions that helped clients establish stronger and more consistent brand identities.
- Built long-term client relationships through reliable communication, quality delivery and responsive project support.

SOLS INCLINATIONS

Graphic Design Intern

Oct 2021 – Dec 2021 | Oloolua, Ngong

- Collaborated with printing, interior design and marketing teams to produce visual materials for clients and internal projects.
- Designed promotional materials for exhibitions and events while maintaining consistent brand presentation.
- Supported the production of print and digital assets and helped streamline visual production to meet project deadlines.



EDUCATION

THE TECHNICAL UNIVERSITY OF KENYA

Bachelor of Technology in Design

2017 – 2022 | Nairobi, Kenya

Second Upper Class Honours

- Focused on design principles, interactive media, visual communication, brand identity and digital design, with practical development of creative and problem-solving skills across visual and digital media.

UTUMISHI BOYS ACADEMY

Kenya Certificate of Secondary Education (KCSE)

2013 – 2016 | Gilgil, Kenya



REFERENCE

MAINA KINYANJUI

Manager, Sols Inclinations
Phone: +254 722 592 953
Email: maina@solsinclinations.com

MARLIN JUMA

Founder, Studio Plus
Phone: +1 (774) 635 0045
Email: marlinjm254@gmail.com