

NAOMY CHEPKEMOI

Digital Designer | UI/UX Designer | Web Designer

Nairobi, Kenya

+254 708 006 732

naomikirui88@gmail.com

Portfolio:

www.naomikirui.me.ke

LinkedIn

linkedin.com/in/naomykirui

PROFILE

Digital Designer with 8+ years of experience creating websites, visual identities, social media campaigns, and marketing materials for financial institutions, startups, SMEs, and nonprofit organizations.

With a background in Software Engineering, I combine UI design, WordPress development, branding, and digital marketing to create user-centered digital experiences that strengthen brands and support business growth.

PROFESSIONAL EXPERIENCE

Nov 2017 – Present

Graphic Design Consultant

ABC Bank - Nairobi, Kenya

- Designed marketing campaigns and promotional materials for new and existing banking products.
- Designed, maintained, and optimized the bank's WordPress website through UI enhancements, plugin integration, and content management.
- Created over 1000+ social media and marketing assets supporting digital campaigns.
- Developed branding, corporate communication, and promotional materials across digital and print platforms.
- Collaborated with marketing and product teams to develop creative solutions that promoted banking products and services.
- Designed presentations, corporate communication materials, and promotional assets for internal and external stakeholders.

2023 – Present

Co-Founder & Digital Designer

Software Garage- Nairobi, Kenya

- Co-founded a digital agency delivering web design, branding, and digital marketing solutions to businesses across multiple industries.
- Consult with clients to understand business goals and recommend effective digital solutions.
- Delivered 15+ WordPress websites for businesses across tourism, agriculture, retail, and professional services.
- Create visual identities, social media campaigns, UI concepts, and marketing materials that strengthen brand presence.
- Manage end-to-end project delivery, ensuring quality, timely execution, and client satisfaction.

April 2017 – November 2017 **Front-End Developer & Graphic Designer**

DewCis Solutions - Nairobi, Kenya

- Designed and developed responsive websites using HTML, CSS, WordPress, and JavaScript
- Customized WordPress themes and implemented website functionality to meet client requirements.
- Created website layouts, UI elements, and visual assets that improved usability and user experience.
- Maintained website functionality, performance, and content through regular updates and plugin management.
- Designed presentations, website mockups, and marketing materials to support client proposals and business development.

EDUCATION

Bachelor of Science in Software Engineering

University of Eastern Africa, Baraton

2013 – 2017

SKILLS

Digital Design

- UI Design
- Web Design
- Branding & Visual Identity
- Social Media Design
- Motion Graphics

Design Tools

- Figma
- Adobe Creative Suite
- Canva

Professional Skills

- Client Consulting
- Project Management
- Cross-functional Collaboration
- Creative Problem Solving

Web Technologies

- WordPress
- Elementor
- HTML5
- CSS3
- JavaScript

Digital Marketing

- Marketing Campaigns
- Content Creation
- Brand Communication
- Basic SEO

LANGUAGES

Languages

- English — Fluent
- Swahili — Native
- German — A1 (Learning)