

PORTFOLIO & Credentials



Gidraph Njoroge

Creative Designer

T: +254 703 845433

E: gidralph@gmail.com

Throughout my career, I have always tried to ensure that the passion and enthusiasm for my work has shone through. With 7+ years of experience, I'm trusted by an exciting mix of clients and businesses to provide dependable creative support that stands out from traditional offerings, and despite my success as an independent designer, I achieve my greatest potential as part of a team.

I take great pride in the design work I create. My goal is to always deliver an effective, focused and on-target product that fits my client's needs and objectives. I work well with clients and am a strong communicator, presenter and listener. I love learning new things and proactively seek new concepts.

I relish in challenges and use them to fuel my ambition and maintain my own high standards. If you would like a reference, please don't hesitate to ask.

EDUCATION

2011 — 2014 - Moi University - Eldoret, Kenya
Bachelor of Science in Graphic Communication & Advertising

CERTIFICATIONS

2018 - Google Digital Skills for Africa:
The Fundamentals of Digital Marketing

SKILL SET

Graphic Design

Print Design, Logo Design, Branding, Corporate Identity, Packaging, Poster Design, Illustration, Editorial Layout, Catalogues, Publications, Business Card & Stationery Design, Advertising, Web Design, App Design, Window Display Design, Signage, Photography, Photo Retouching, Textile & Print Design, T-shirt Design.

Software

Pro ficiency with Adobe Creative Suite (InDesign, Illustrator, Photoshop, Premiere Pro, After Effects, Bridge, Acrobat Pro), Microsoft Office, CMS (WordPress, Webflow), Page Builders: Elementor, Beaver Builder, Guenberg. E-commerce: Magento, Shopify, Interspire, Woocommerce, MailChimp, Campaign Monitor, AgileCRM. Coding knowledge (Dreamweaver & XD, Java, HTML & CSS)

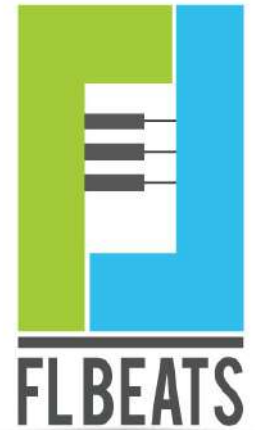
Social Media & Digital Marketing

Social Media Account Management & Content Creation (Instagram, Facebook, Twitter, LinkedIn, Pinterest, Youtube), Blog Management & Content Creation, Event Organisation (Art Exhibitions, Live Music Events, Pop Up Sales, Media Showings, Networking Events), Marketing Promotion Development & Execution.

Creative Direction & Management

Creative Campaign Development & Execution, Brand Personality Development, Management of Personnel Resources, Management of Financial Resources, Complex Problem Solving, Operations Analysis, Quality Control Analysis, Interpersonal & Relationship Building,

LOGOS



BRANDING



Agroleap Global

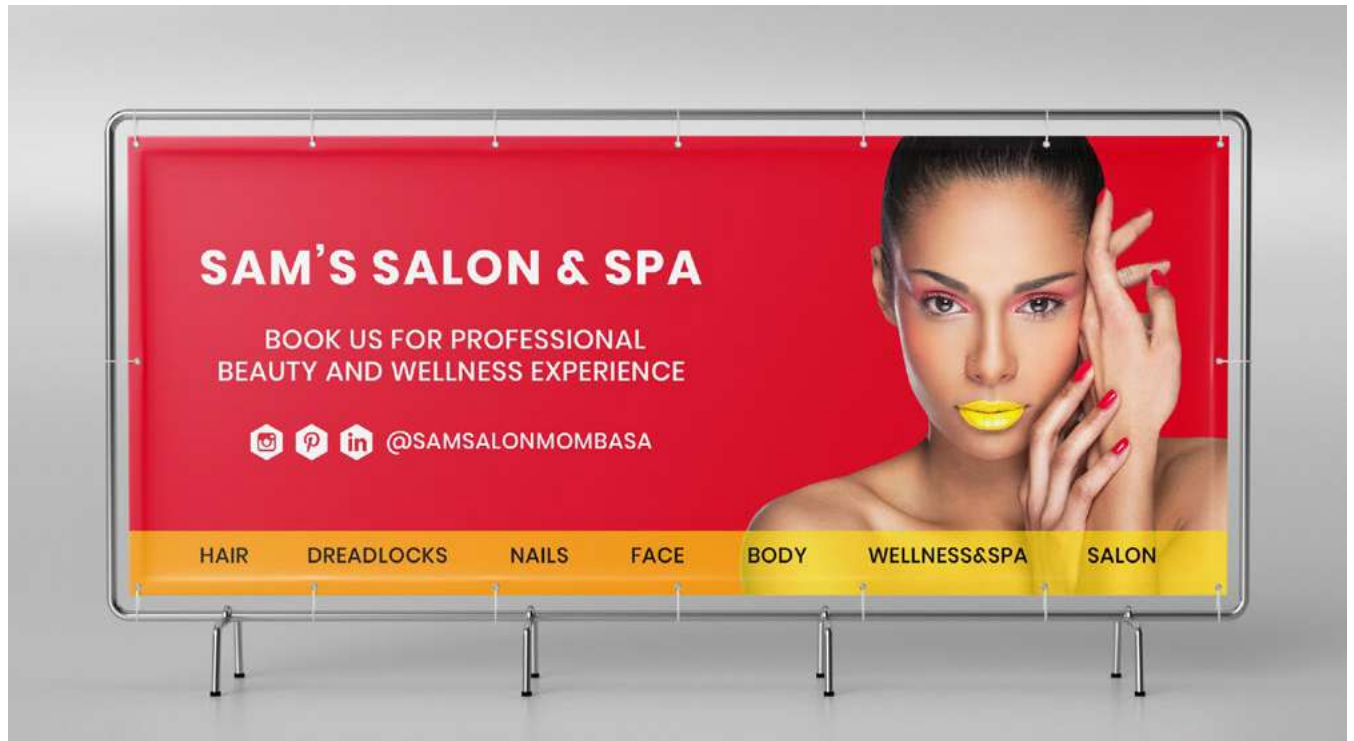
Creating a bespoke website for Agroleap Global, the perfect platform to market and sell extraordinary fresh produce around the globe. The brief included branding to the tee from logo creation to stationeries and creating the company's profile and marketing collateral.





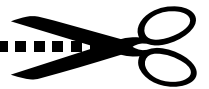
Sam's Salon & Spa

Sam approached me to create an online presence by opening social media pages on Facebook, Twitter, Instagram and Pinterest. I was responsible for creating "share worthy" content through developing unique and attractive ads for posting online.



ADVERTISING & PACKAGING





Let's Work on Something Together

Keep In Touch!

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