



MAUREEN WAMAITHA

GRAPHIC DESIGNER

+254 768 499 375

aureezmaureen@gmail.com

## OBJECTIVE

To utilize my creative ideas and skills in my role and to be an active team player towards realising company goals and creating quality design work.

## EDUCATION

2014 - 2016

Buruburu Institute Of Fine Art (B.I.F.A)  
Diploma course in Graphic Design

Oct 2015 - Nov 2015

Green Graphics  
Internship in Graphic Design

Sep 2015 - Oct 2015

Graphics Palace Limited  
Internship in Graphic Design

March 2013 - Dec 2013

Gakeo Business College  
Certificate in Business Management

Jan 2013 - March 2013

Kiwan Computer College  
Certificate in Computer Packages

2009 - 2012

Ng'araria Girls Secondary School  
Kenya Certificate Of Secondary  
Education

2004 - 2008

Henjam Academy  
Kenya Certificate Of Primary Education

## PROFESSIONAL SUMMARY

Creative graphic designer with innovative ideas and unique approach to visuals, with more than five years of experience developing designs for print media and advertising. Solid understanding of marketing principles and advertising techniques. Great attention to details and a talent for creating memorable visual designs. Enthusiastic team player who is committed to delivering top results on time and within the budget. Passion for keeping clients satisfied with each project.

## WORK EXPERIENCE

July 2024 - To date

Ginaz Creations

Position: Freelance Graphic Designer

Roles as a Graphic Designer :

1. Branding & Identity Design e.g Logo Design, Business Cards etc.
2. Advertising Design e.g Banner Ads & Sticker Ads.
3. Print & Editorial Design e.g Brochures & Flyers, Packaging Design, Book Layouts etc.
4. Branding Promotional items e.g T-shirts, Flags, Pens, Caps, Mugs etc.
5. Event Decorations e.g wedding backdrop, Dance floor, Vogue etc.

Jan 2022 - August 2024

Sure Graphics

Position: Graphic Designer

Roles as a Graphic Designer :

1. Head of the designing Department.
2. Keeping Records of the cash flow in the business.
3. Welcoming Customers and giving them quotations of the items they require.
4. In charge of the money entering the business.

October 2020 - Dec 2021

Aplus Labels

Position: Graphic Designer

Roles as a Graphic Designer :

1. Managing client proposals from typesetting through to design, print and production.
2. Working with clients, briefing and advising them with regard to design style, format, print production and timescales.
3. Developing concepts, graphics and layouts for product illustrations and company logos.
4. Co-operate with clients to determine their requirements and budget.
5. Determining size and arrangement of copy and illustrative material, as well as font style and size.
6. Preparing rough drafts of material based on an agreed brief.
7. Reviewing final layouts and suggesting improvements if required.
8. Co-operate with external printers on regular basis to ensure deadlines are met and material is printed to the highest quality.

Achievements as a Graphic Designer:

1. Handled all daily production for all clients.
2. Improved my design skills to a professional level.
3. Developed 100+ graphic design projects that led to increase in production.
4. Through my creative works it attracted new business with a 30% increase in client referral rate.
5. Improved my online marketing skills through Facebook that led to a huge change in the business due to increase of clients.

July 2018 - August 2020

B & G Toto Collections

Position: Operation Manager

Roles as an Operation Manager :

1. Responsible for the smooth and effective functioning of the store.
2. Responsible for planning, managing profit and loss, handling cash at the store as well as collating or collecting daily sales as well as other necessary reports.
3. Ensured the customers left the store with a pleasant smile.
4. Dealt with customer queries and complaints.
5. Ensured the physical space is tidy and organized.

Achievements as an Operation Manager:

1. Received lots of positive remarks from clients.
2. Learnt the importance of keeping records.
3. Learnt new methods that would lead to an increase of production.
4. Learnt the importance of providing good customer service.
5. Learnt also the importance of good grooming in a organization.

Nov 2017 - May 2018

Haco Tiger Brands

Position: Graphic Design Intern

Roles as an Intern in Haco Bic Graphic :

1. Met with clients, listened to their objectives for the look of their branded pens and other artworks then developed a prototype design to fit their requirements.
2. Revised prototype of branded pens and other artwork designs after client review and specific feedback until the final look was achieved.
3. Discussed project ideas and goals with each client and turned their visions into real visual designs that met the need using illustrations, artwork, design elements and fonts.

Achievements as an intern in Haco:

1. Recognized by company and clients as having an excellent client satisfaction rate and awarded by various clients.
2. Solved 90% of over 20 customers concerns by responding to their calls daily.
3. Increased the accounts receivables by 20% by assisting the credit manager in account collection by phone and mail.
4. Delivered top projects that please clients and attract new business with a 14% increase in client referral rate.

August 2017 - October 2017

Driven Stars Designs

Position: Freelance Graphic Designer

Roles as a Freelance Designer:

1. Created original rich images for company clients using various types of computer software for graphic design.
2. Designed company logos for various types of organizations in a variety of industries based on line of work, corporate personality and client preferences.
3. Delievered top projects that please clients and attract new business through client referrals.

Achievements as a Freelance Designer:

1. Built a positive work relationship with the clients.
2. Received lots of positive remarks from clients.

Jan 2017 - July 2017

Romagraffix Communications

Position: Graphic Designer and Receptionist

Roles given in the company:

1. Worked face to face with the clients to determine their levels of satisfaction, keeping them content with the company and prevent them from looking elsewhere to meet their needs.
2. Arranged photographs, illustations and other design pieces to convey a specific look for the company stationaries of various clients.
2. Ensured all the clients were well served and satisfied with our services as the receptionist.

Achievements as a Designer and a Receptionist:

1. Maintained business relationships with the customers.
2. Offered excellent client satisfaction leading to lots of client refferals.



## CAPABILITIES



Brand  
and  
Identity



Icon  
and  
Illustrations



Publication  
Designs



Printing  
Designs



Engraving  
Designs



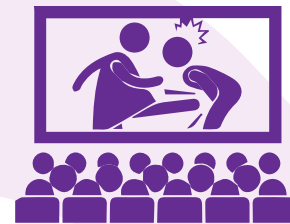
## SOFTWARE PROFICIENCY



## INTERESTS



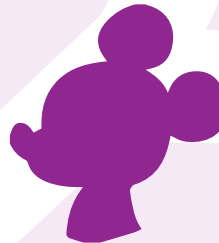
Music



Cinema  
and  
Watching  
Movies



Singing  
and  
Karaoke



Watching  
and  
Making  
Animations



Dancing



Modelling

## QUALITIES

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1. Proficiency in all major computer design software including adobe photoshop, adobe illustrator and In-design.
2. Strong base of knowledge and skill in all elements of design, visual layout, typography, color and drawing techniques.
3. Top written and oral communication skills allowing for more productive conversations with clients and colleagues.
4. Committed to delivering strong customer service to each client and dedicating myself to a project until the client is pleased.
5. Team player and ability to resolve conflict.
6. Ability to work with minimum or no supervision.
7. Leadership skills.
8. Flexible and ready to work.

## LANGUAGES

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1. English
2. Kiswahili

## RESPONSIBILITIES

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2015 - 2016

Buruburu Institute Of Fine Art (B.I.F.A)  
Class Representative

2014 - 2015

Buruburu Institute Of Fine Art (B.I.F.A)  
Captain of Tae Kwondo Club

## TOURNAMENTS / AWARDS

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2016

Buruburu Institute Of Fine Art (B.I.F.A)  
Awarded best singer during Talents Day.

2015

Buruburu Institute Of Fine Art (B.I.F.A)

Awarded a Green Belt during a tournament for Tae Kwondo.

2014

Buruburu Institute Of Fine Art (B.I.F.A)

1. Awarded best model in modelling competition.

2. Awarded Yellow Belt during a tournament for Tae Kwondo.

## REFEREES

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1. Sr. Esther Njeri Kimani,  
Tel: + 254 723 244 249.

2. Joseph Muigai Kariuki,  
Lecturer,  
Thika Technical Institute,  
P.O. Box 1861 - 01000,  
Thika, Kenya.  
Tel: + 254 722 653 502.

3. Peter Gakuyo,  
Director,  
Romagraffix Communications,  
Thika, Kenya.  
Tel: 0721 576 640.

4. Lloyd Wachira  
Director,  
Aplus Labels,  
Tel: 0728 319 011





HACO TIGER BRANDS



*Adding Value to Life*

May 9, 2018

**TO WHOM IT MAY CONCERN**

**RE: MAUREEN WAMAITHA ID NO 32263794**

This is to confirm that the above-named person was on internship in our Marketing Department (BIC Graphic section) from 11<sup>th</sup> November 2017 to 7<sup>th</sup> May 2018. During this period, she was exposed to:

- Designing campaigns for HACO manufactured products (homecare and personal care products) from conceptualizations to the final design.
- Customer Service – Handling of walk in clients and successfully transitioning their design needs (Bic pen branding) from the beginning to the final products.
- Designing virtual artworks for pens, Posters, wobblers, bunting etc.
- Filing orders of pens and arranging them in systematic order among others.
- Performing other duties as assigned.

She left the company after completing her internship programme. She proved to be a hardworking person, honest, reliable and very courteous. We would not hesitate to recommend her to any prospective employer as she demonstrated great knowledge and technical skills in her area of work.

We wish her all the best in her future endeavors.

Yours faithfully,

**HACO TIGER BRANDS E.A LTD**

**GIDEON MUINDE**

**HUMAN RESOURCES MANAGER**