





EDWIN NCHAGA

Creative Specialist | Brand Strategist | UI/UX & Web Designer

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PROFESSIONAL SUMMARY

Multidisciplinary Creative Director and Brand Strategist with 7+ years of experience delivering high-impact brand systems, user-centered digital experiences, and cross-platform marketing campaigns. Proven success in leading design strategy, building conversion-optimized websites, and managing end-to-end creative production across corporate, nonprofit, and entrepreneurial environments. Adept in UI/UX design, front-end development, SEO, and emerging creative technologies.

EDUCATION

Maseno University

Bachelor of Science (Bsc) Information Technology

California Institute of The Arts

Fundamentals of Graphic Design(Coursera)

IE Business School

Brand Identity and Strategy (Coursera)

CAPABILITIES

- Brand Identity & Visual Systems
- UI/UX Design & Wireframing (Figma, Elementor)
- WordPress Development & SEO Optimization
- Digital Campaigns & Content Strategy
- Conversion Funnel Design
- Event & Conference Branding
- Creative Direction & Project Management
- Cross-functional Team Collaboration
- Design System Development
- Generative AI & Emerging Design Tools
- Client Communication & Stakeholder Discovery
- Motion Graphics & Multimedia Production

TECHNICAL SKILLS

- **Design & Media:** Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Premiere Pro)
- **Web & Development:** WordPress, Elementor, HTML, CSS, SEO, Cursor
- **AI & Emerging Tech:** Firefly, ChatGPT, Claude, Sora, Hailuo, Veo 3
- **UI/UX Tools:** Figma, UX Pilot, Lovable, Magicpath
- **Productivity & Ops:** Notion, Trello, Microsoft 365, Google Workspace, Lytho, GHL CRM
- **Other:** Canva, Affinity, Inkscape, CapCut

EXPERIENCE

ASSOCIATION INNOVATION MANAGEMENT (AIM) – Sr. Creative Specialist

Feb 2022 – May 2025

- Led design and execution of brand identity systems, UI wireframes, and digital experiences for global scientific and pharmaceutical associations.
- Directed creative for 8+ large-scale annual meetings (1,000+ attendees), including visual branding, event websites, social assets, signage, and presentations.
- Developed Branding kits and collaborated cross-functionally with clients and internal teams to maintain cohesive visual identities across digital and print platforms.
- Delivered consistent, deadline-driven design execution across multiple touchpoints under tight timelines

Key Accomplishments:

- Branded the **Society of Toxicology (SOT) 2025 Annual Meeting**, the largest toxicology conference in the U.S., supporting record-breaking attendance and sponsor engagement.
- Designed visual identity systems for 8 other major conferences:
 - Safety Pharmacology Society (SPS) – 2023, 2024 Annual Meetings
 - Society of Toxicologic Pathology (STP) – 2024, 2025 AM
 - American College of Toxicology (ACT) – 2023, 2024 AM
 - Birth Defects Research and Prevention (BDRP) – 2024, 2025 AM
- Led microsite design and UX for annual events, resulting in a 35% year-over-year increase in attendee conversions.

MAGNATE DESIGNS – Sr. Brand Designer

April 2019 – Present

- Led brand strategy, identity, and web design for 20+ clients across tech, nonprofit, health, education, and lifestyle sectors.
- Designed high-converting sales funnels and lead capture systems that boosted client acquisition by 50%+.
- Created end-to-end visual identities, social campaigns, and marketing collateral.
- Mentored junior designers and developed a foundational course in brand design and visual systems.

Key Accomplishments:

- Successfully launched 20+ brand identity packages and responsive websites.
- Delivered ongoing creative strategy and asset production for client retainer accounts.

ELIMU HOLDINGS – Graphic Designer/Illustrator

Sep 2017 – Mar 2018

EVERCARE FOODS – Packaging & Marketing Ad Designer

Jan 2017 – Sep 2017