

Edwin Nchaga Omandi

Senior Brand, Visual and Web Designer

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PROFESSIONAL SUMMARY

Senior Brand, Visual, and Graphic Designer with 6+ years of experience developing **brand identity systems**, **packaging and print design**, **digital campaigns**, and **multi-channel creative assets** for technology, corporate, and global organizations. Skilled in **brand storytelling**, **brand messaging**, and **design thinking** to translate complex ideas into **high-impact visual systems** that drive engagement, conversions, and brand consistency. Expert in **Adobe Creative Suite**, **Figma**, and **modern web design**, with a strong track record in cross-functional collaboration, rapid execution, and **creative direction** across digital, print, web, and event environments.

CAPABILITIES

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| ★ Brand Identity and Visual Systems | ★ Packaging and Print Design |
| ★ Brand Storytelling and Brand Messaging | ★ Event and Conference Branding / Brand Activation |
| ★ UI/UX Design and Wireframing (Figma, Elementor) | ★ Creative Direction and Project Management |
| ★ WordPress Development and SEO Optimization | ★ Cross-functional Team Collaboration |
| ★ Digital Campaigns and Content Strategy | ★ Design System Development |
| ★ Conversion Funnel Design | ★ Generative AI and Emerging Design Tools |
| ★ Design Thinking and Problem-Solving | ★ Client Communication and Stakeholder Discovery |
| ★ Typography and Color Theory | ★ Motion Graphics and Multimedia Production |

PROFESSIONAL EXPERIENCE

ASHANDELLE, Contractor - Remote Sep 2025 – Current

Interactive Brand Designer

- Contribute to **brand systems**, **marketing assets**, and **digital visuals** for multi-industry clients, ensuring alignment with creative strategy and brand voice.
- Create high-fidelity **wireframes**, **interactive prototypes**, and UX flows in **Figma** to support faster client reviews and design decision-making.
- Collaborate closely with the **Creative Lead** and a distributed design team to support ongoing project work and maintain consistent delivery standards.
- Establish scalable **asset libraries** and reusable components that streamline the design workflow and reinforce visual consistency across client projects.

ASSOCIATION INNOVATION MANAGEMENT (AIM), Reston, VA 02/ 2022 – May 2025

Senior Creative Specialist

- Led **7+ brand identity systems**, website UX, and multi-channel campaigns for events serving **5,000–8,000** international attendees.
- Directed creative for **8+ national annual meetings** (1,000–7,000 attendees), producing **digital ads**, **signage systems**, print collateral, presentation templates, social media kits, and **event microsites**.
- Developed cohesive **branding kits** used across **200+ assets per event**, improving design consistency and reducing revision rounds.
- Designed **event microsites** and **digital flows** that increased attendee conversions by **35% YoY**.
- Collaborated with **15+ stakeholders** across marketing, web dev, and executive leadership to ensure alignment with **\$1–5M event objectives**.
- Improved internal **creative workflows**, reducing delivery time by **25%**.

- Strengthened conference branding through clear brand messaging and visual storytelling across all event touchpoints.

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.
- **Spearheaded visual identity systems** for **8+ major scientific conferences**, including **SPS (~850 attendees)**, **STP (~750)**, **ACT (1,300–1,500)**, and **BDRP (~500)**, delivering **400+ assets per event** and strengthening brand engagement across audiences totaling **3,000+ professionals annually**.
- Led **microsite design and UX** for annual events, resulting in a **35% year-over-year increase** in attendee conversions.

MAGNATE DESIGNS, Fairfax, VA

Sep 2017 – Jan 2022

Senior Brand Designer

- Designed **brand identities, websites, and marketing campaigns** for **20+ clients** across tech, health, education, and nonprofit sectors.
- Built **conversion-focused funnels** and landing pages that increased client acquisition by **50%+**.
- Delivered **full brand kits, digital assets, social ads, and print collateral** under tight timelines.
- Mentored **junior designers** and developed a **brand design training program** for interns.
- Successfully launched **20+ brands** and **responsive websites** from concept to completion.

ELIMU HOLDINGS

Jan 2018 – Sep 2018

Illustrator/ Graphic Designer

EVERCARE FOODS

Feb 2017 – Jul 2017

Graphic Designer Intern

EDUCATION AND CERTIFICATIONS

- 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)**
- Meta – **Social Media Marketing (Coursera)**

TECHNICAL SKILLS

Adobe Creative Suite

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe After Effects
- Adobe Premiere Pro
- Adobe Dreamweaver
- Adobe XD (familiarity)

UI/UX and Prototyping

- Figma
- Framer
- Relume
- UX Pilot

Web and Development

- WordPress
- Elementor
- Webflow
- HTML/CSS

Productivity and Ops

- Notion
- Trello
- Microsoft 365
- Google Workspace
- Lytho
- GHL CRM

Additional Tools

- Canva
- Affinity Designer/Publisher

AI-Assisted Design Tools

- Firefly
- ChatGPT
- Claude
- Sora
- Hailuo