EDWIN NCHAGA

Senior Brand & Product Designer

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SUMMARY

Senior brand and product designer with 7+ years across brand systems, conversion-focused websites and shipped digital products for scientific associations, startups and nonprofits. Led identity for SOT 2025, the largest toxicology conference in the U.S. Designs and builds, most recently a live subscription platform taken from brand through production.

SKILLS

Brand Identity and Visual Systems | Brand Strategy | Product Design | UI/UX Design | Web Design | Design Systems | Conversion and Funnel Design | Event and Conference Branding | Front-End Implementation | AEO and AI-Search Optimization | AI-Augmented Design and Development

EXPERIENCE

Interactive Brand Designer

Sep 2025 - Mar 2026

Ashandelle, Contract, Remote

- Designed brand systems, marketing assets and digital visuals for agency clients across technology, nonprofit and AI.
- Built Figma prototypes and reusable asset libraries with account leads and copywriters, speeding up client review cycles across projects.

Senior Creative Specialist

Feb 2022 - May 2025

Association Innovation Management (AIM), Reston, VA, Hybrid

- Led brand identity and website UX for international scientific and pharmaceutical organizations.
- Directed creative for 8 national annual meetings of 1,000 to 7,000 attendees: digital ads, signage systems, print collateral, presentation templates, social kits and event microsites.
- Led full branding for SOT 2025, the largest toxicology conference in the U.S. Built identity systems for the SPS, STP, ACT and BDRP annual meetings.
- Designed event microsites and registration flows that raised attendee conversion 35% year over year.
- Partnered with account managers, association staff and external web developers on scope, feedback rounds and developer handoff.

Senior Brand Designer

Apr 2017 - Present

Magnate Designs, Ashburn, VA, Remote | magnatedesigns.com

- Brand identities, websites and marketing campaigns for 20+ clients across technology, health, education and nonprofit, including Zero Waste Kenya and Ankara Rebel.
- Baraxis (baraxis.io): subscription platform for mobile bar operators, 2025 to present. Designed the brand and product, then built and shipped the app on Next.js, Supabase and Stripe. Live and processing payments.
- DMVBizConnect (dmvbizconnect.com): local-first business directory for DC, MD and VA. Led brand strategy and product; built on WordPress with the Maps API and an AI assistant (Claude via OpenRouter) that helps users find businesses.
- Krowned (krowned.app): booking marketplace for textured-hair stylists in the DC metro area. Brand, product design and front-end build on Next.js and Supabase.
- Mentored junior designers and ran an intern brand-design training program.

EDUCATION & CERTIFICATIONS

BS, Information Technology, Maseno University | Brand Identity and Strategy, IE Business School | Fundamentals of Graphic Design, California Institute of the Arts

TOOLS

Design: Figma, Adobe Creative Suite, Affinity

Web: Next.js, Webflow, WordPress, HTML, CSS, Supabase, Vercel, GitHub, SEO

AI and Workflow: Claude Code, Cursor, OpenRouter / Claude API, Firefly, Sora, Notion, Google Workspace, Lytho