

About Me:

I am a senior graphic designer with over 10 years of experience in the NGO sector. My work focuses on creating impactful visuals that drive social change and effectively communicate complex information. I am passionate about using design to support humanitarian causes and amplify the voices of those in need.

Esther Murugi

Senior Graphic Designer

Contact Information:

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- **Website/Portfolio:** [to be filled soon](#)

Professional Summary

Creative and dedicated Senior Graphic Designer with 10+ years of experience in the NGO sector. Specializes in creating impactful visuals that promote social change, enhance public awareness, and support fundraising efforts. Expertise in branding, infographics, and multimedia design. Proven ability to lead design teams, mentor staff, and deliver high-quality creative solutions that align with organizational goals.

Professional Experience

Amref Health Africa

Graphic Designer

October 2021 – Present

- Designed and executed the "Amref Strategy 2023-2030", leading to a 35% increase in donations and a 50% boost in social media engagement.
- Collaborated with the communications team to create print and digital materials, including brochures, posters, and social media graphics.
- Led presentation design workshops, mentoring over 100 staff members to elevate the quality of the team's output.

Nairobis Trust

Senior Graphic Designer Trainer

October 2016 – May 2018

- Trained over 200 students from vulnerable backgrounds in graphic design, connecting them with internship opportunities.
- Developed visually appealing infographics and data visualizations to support advocacy and awareness campaigns.
- Worked closely with program managers to ensure alignment of designs with the organization's goals and messaging.

Ramca Tech Comm

Graphic Designer

June 2014 – September 2016

- Managed daily production at an innovative design firm, leading a team of three designers.
 - Created a variety of graphic design projects, including brochures, catalogs, and presentations.
 - Reduced client costs by an average of 15% over 18 months, while increasing client transactions by 30%
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Education

Data Science Practitioner Fellowship Programme Certificate

Analytics for Better World

August – November 2023

Diploma in Copywriting

Blackford Centre UK

March 2022 – April 2023

Bachelor of Arts, Design

University of Nairobi

2010 – 2014

Skills

- Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro)
 - After Effects
 - HTML/CSS
 - WordPress
 - Branding and Identity
 - Infographics
 - Interactive Media
 - Data Visualization
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Certifications

- Adobe Certified Expert
 - Certificate in Data Visualization – Coursera
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Awards

- Best NGO Campaign Design 2023 – Design for Good Awards
 - Outstanding Infographic Design 2022 – International Design Awards
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Professional Development

- Workshops: "Designing for Social Change" – AIGA, "Advanced Infographic Design" – Skillshare

Volunteer and Community Work

- Local Children's Home: Redesigned promotional materials, boosting community support and donations.
- Community Center Mural Project: Led the design and execution of a mural, enhancing community engagement.

References

Available upon request.