Brian Kiberenge Mwashi
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Creative Designer with 20+ years' experience in graphic design, web design, infographics, photography, motion graphics, video & audio production, and output of communication/advocacy materials for various audiences.

SKILLS & COMPETENCIES

- Extensive experience in creative design for print and digital content.
- Expert knowledge in use of Adobe Creative Suite software to execute high quality content for print, web and video.
- Knowledge of web design, development and web content management systems (CMS) using Drupal, Joomla and Wordpress.
- Experienced in photography and videography using digital cameras and drones.
- Knowledge of media law, ethics and industry regulations.
- Ability to multitask in a fast-paced multi-cultural work environment.

WORK EXPERIENCE

APRIL 2012 TO DATE

CREATIVE LEAD
Communications Unit, at the International Centre of Insect Physiology and Ecology (*icipe*)

Design of high quality communication items for print, web & multimedia; for specific audiences and support the Centre in achieving its mission and vision.

- Spearheading the overall design and production of high quality and audience-specific communication items that support the Centre in achieving its mission and vision.
- Coordinating the design and layout of annual reports, newsletters, policy briefs, brochures, flyers, banners, posters and other print items.
- Overseeing the design and content management of the *icipe* website, project microsites and intranet.
- Managing the design customisation and updating of the *icipe* social networks.
- Organizing the photography and videography during events such as workshops, launches and conferences.
- Supervising photo and video editing and production to ensure high standards of quality.
- Leading the design, revision and implementation of *icipe*'s brand identity guide to ensure uniformity and up-to-dateness.

SEPTEMBER 2008 – 2012

ART DIRECTOR AND STUDIO MANAGER
ImagineIMC

Responsible for developing and executing creative concepts for leading-edge marketing and web solutions. Regularly liaising with the technology team to ensure the best creative solutions are realised, implemented and delivered.

- Creative leadership, idea generation, global launch concepts, client management, planning, brand development, storyboards, print layouts, video, digital and print campaigns and pitches.
- Developing excellence through innovative & creative concepts across all media.
- Ability to work with other project managers and teams of creative designers.
- Develop and frame creative concepts according to creative brief requirements.
- Communicating design visions and rationale clearly to clients and design teams.

- Conceptualize, visualize and design user experiences.
- Managing and directing photo shoots on time and to budget.
- Mentoring junior staff in project development and performance management.
- Reviewing and approving designs, artwork, content and graphics created by the creative team.
- Organising, initiating and lead brainstorms sessions.

MARCH 2008 – AUGUST 2008

SENIOR CREATIVE DESIGNER
Mastermind Tobacco

- Layout and design information and communication materials.
- Brand and campaign development of different product brands.
- Design and execution of creative experiential marketing ideas.

APRIL 2000 – FEBRUARY 2008

SENIOR GRAPHIC DESIGNER
Nation Media Group

- Supervision and coordination of the editorial design function.
- Generate and execute print and online media design concepts.
- Team leader in visual journalism projects (infographics and special redesign projects).
- Art Direction for both print and digital platforms (Including briefing photographers and writers on assignments).

EDUCATION AND TRAINING

University of Nairobi (1996–2000)

Bachelor of Arts in Design - 2nd Class Upper Division.

Fast Forward Animation - Media Street, Nairobi (1998–1999)

Trained in Adobe Design Softwares, Web Design and Development, Digital Video Editing, 2D & 3D animation.

Infotech, Nairobi (2007)

Programming in Visual Basic 6.0 and VB.net

ComputerPride, Nairobi (2008)

Microsoft Certified Technology Specialist (MCTS).

REFEREES

Glenn Sequeira
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