

Ngugi Ngigi

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"enough of an artist
to draw freely upon
my imagination."



| Design Alchemy |

Professional Summary

Dynamic Graphic Designer and SEO Specialist with over 10 years of experience delivering visually impactful branding and content strategies that drive traffic, engagement, and ROI. Proven expertise in Adobe Creative Suite, Figma, and search engine optimization tools and techniques.

A strategic thinker blending creativity with analytics to craft design and marketing solutions that convert. Seeking to leverage design acumen and digital fluency in a results-oriented marketing or creative team.

Professional Experience

Creative Designer & Digital Marketing Strategist

Tribus – TSG (Savanna Storms Gear & Tribal Animations) | 2024 – Present
Nairobi, Kenya

- Spearhead branding, product packaging, and campaign design across digital and print formats.
- Collaborate with internal teams to align visuals with performance marketing goals.
- Manage design workflows and content calendars for SEO-optimized content and social media.
- Create visual assets using Adobe Suite and Figma, improving user engagement by 35%.

SEO Associate (Remote)

THE HOTH | 2020 – 2021
USA (Remote)

- Executed on-page and off-page SEO strategies, including technical audits and backlink building.
- Leveraged tools like Ahrefs and SEMrush to improve keyword rankings and organic traffic.
- Crafted SEO-optimized content briefs and worked cross-functionally with content teams.

Brand Creative & Strategy Lead

Bugage Nairobi | 2016 – 2019
Nairobi, Kenya

- Led brand strategy and visual identity for fashion and lifestyle campaigns.
- Developed digital advertising content, achieving a 45% increase in customer acquisition.
- Managed multi-channel social media accounts and influencer collaborations.

Creative Designer & I.T. Consultant

Arthurali Global | 2014 – 2016
Nairobi, Kenya

- Designed corporate materials and managed website updates using CMS platforms.
- Provided tech consulting and design support for B2B marketing initiatives.

Graphic Designer & DJ

Katikati Entertainment | 2010 – 2014
Nairobi, Kenya

- Created promotional visuals for events and entertainment products.
- Built brand presence through visual storytelling and multimedia content creation.



Core Competencies

Graphic Design & Visual Communication

Brand Development & Corporate Identity

UI/UX Design & Wireframing (Figma, Lunacy)

SEO Strategy (On-Page, Off-Page, Link Building)

Adobe Creative Suite (Photoshop, Illustrator, InDesign)

Social Media Strategy & Management

Content Creation & Web Copywriting

Performance Marketing & Analytics

Video Editing (Sony Vegas)

Email Marketing Campaigns

Google Analytics & Search Console

Software & Tools

Adobe Creative Suite (Photoshop, Illustrator, InDesign)

CorelDRAW, Figma, Lunacy

Sony Vegas, Canva

MS Office Suite

SEO Tools (Google Analytics, Search Console, SEMrush, Ahrefs)

Education

Diploma in 3D Graphic Design & Multimedia
Shang Tao Media Arts College | 2006 – 2007

Certificate III in Aged Care and Disability Services
Cengage Education (Australia) | 2009 – 2011

Hobbies & Interests

- Hiking
- Football
- Photography
- Storytelling through Design



Professional Courses & Certifications

- Google Fundamentals of Digital Marketing
- Leading with Emotional Intelligence
- Self-Leadership & Mindfulness
- Digital Advertising | academy.hubspot.com
- Basic Pro Deejay | Soul Sounds (2007)