

Brian Wainaina
V I S U A L A R T S

Portfolio

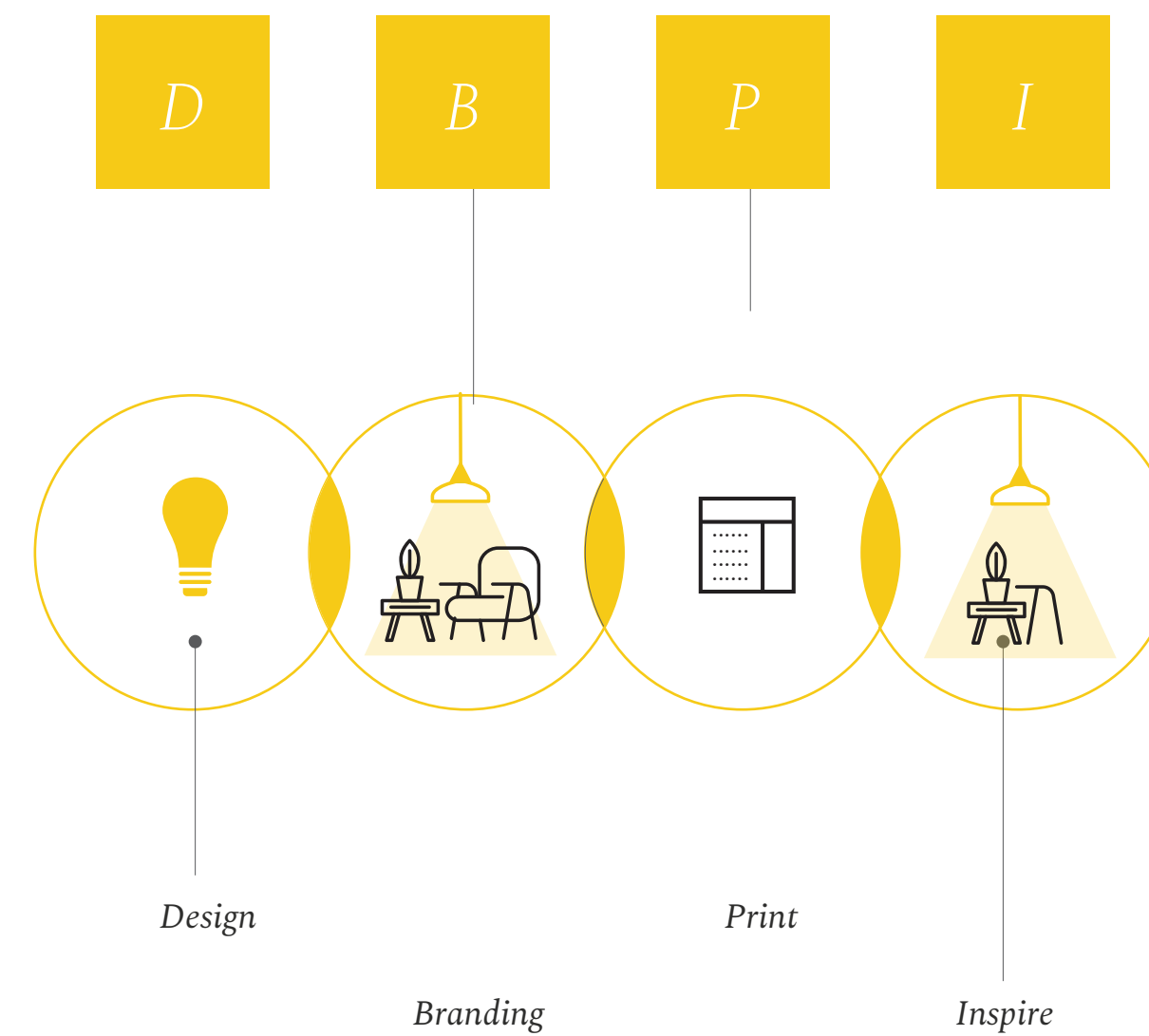


With over 8 years of experience in visual communication combining 4 years in visual arts and 6 years in corporate graphic design I specialize in crafting bold, strategic design solutions that build brand identity and drive engagement.

I currently serve as a Creative Consultant for Nairobi Street Kitchen, where I lead branding and content direction for a diverse range of hospitality brands, and AIB-AXYS Africa, where I support visual strategy for investor communications and corporate campaigns. My portfolio spans logo development, brand manuals, social media campaigns, advertising collateral, and integrated marketing visuals.

In addition to design, I bring multidisciplinary creative skills in photography, videography, and storytelling, enabling me to deliver full-scope content solutions tailored for digital, print, and experiential spaces.

Passionate about results and driven by strategy, I thrive in fast paced environments delivering impactful, deadline driven design that elevates brands and leaves a lasting impression.



Work Experience

9

Months

March 2025 - Present
Creative Consultant

Roles: Creative Design Services / Content Creation Services

- Creating visual concepts, using computer software Eg. Flyers posters banners, and billboards
- *Photography*- During events and refreshing the website, Westgate app, and Social media content
- *Videography* - Creating visual advertising content for the inhouse international and local brands

3

Years

March 2022 - January 27Th 2025

Senior Creative Designer At Althaus Services Limited

Roles: Senior Creative Designer / Content Creator

- Creating visual concepts, using computer software Eg. Flyers posters banners, and billboards
- *Photography*- During events and refreshing the website, Westgate app, and Social media content
- *Videography* - Creating visual advertising content for the inhouse international and local brands

4

Years

April 2018 - 2022 Feb

Mombasa Regional Graphic Designer At Pridelnn Hotels & Conferencing

Roles: Mombasa 5 Pride Units

- Create Visual Concepts Using Computer Programs
- Design Posters, Flyers and Branding covers for Social Media
- Ensure Printing of Brand materials for The Hotel
- Film Production aimed at advertising the units

3

Years

September 2015 - July 2018

Freelance

Roles: As a Freelance

- Create Visual Concepts Using Computer Programs eg. Design Posters, Social media Flyers etc
- Video editing
- Photo editing

Skills

- Graphics Design
- Photography
- Videography
- Editing

01 Computer

- Adobe Illustrator ●●●●●
- Adobe Photoshop ●●●●●
- Adobe Lightroom ●●●●●
- Adobe Premier Pro ●●●●●
- Adobe After Effects ●●●●●
- Adobe Indesign ●●●●●
- Adobe Audition ●●●●●
- Sony Acid Pro ●●●●●
- Sony Vegas Pro ●●●●●

02 Knowledge

- Design & Rendering
- Design Image Editing
- Image Editing Coloring
- Video Editing / Coloring
- 3D/2D Motion Graphics
- Audio production
- Video Editing / Production
- Book / Magazine Designs
- Audio Editing

03 Others

- Organization
- Attention to Detail
- Time Management
- Interpersonal Skills
- Written and Oral Communication
- Creativity



“

Design is where Science and Art
Break Even

”

Robin Matthew

Recent Marketing Campaign

Westgate Shopping mall Christmas Campaign 2024

SCAN ME

To Download Westgate App
App Store Google Play

WESTGATE
MAGICAL
CHRISTMAS

SHOP & WIN

1ST NOVEMBER 2024 - 31ST JANUARY 2025

Spend KES 1,000 at any store within Westgate Shopping Mall and stand a chance to Win Amazing Weekly Prizes

For more info, Call: 0715 557 775 | 0780 557 775 or E-mail us marketing@westgate.co.ke | www.westgate.co.ke | Mwanzi Road, Westlands

SCAN ME

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App Store Google Play

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Register

Download The App

Download The App

Westgate
SHOPPING MALL

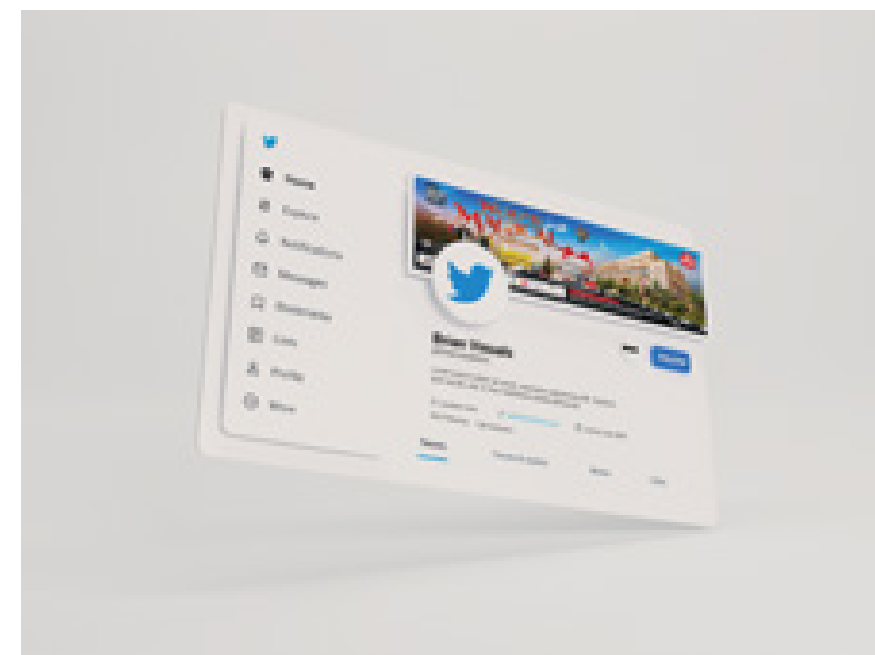
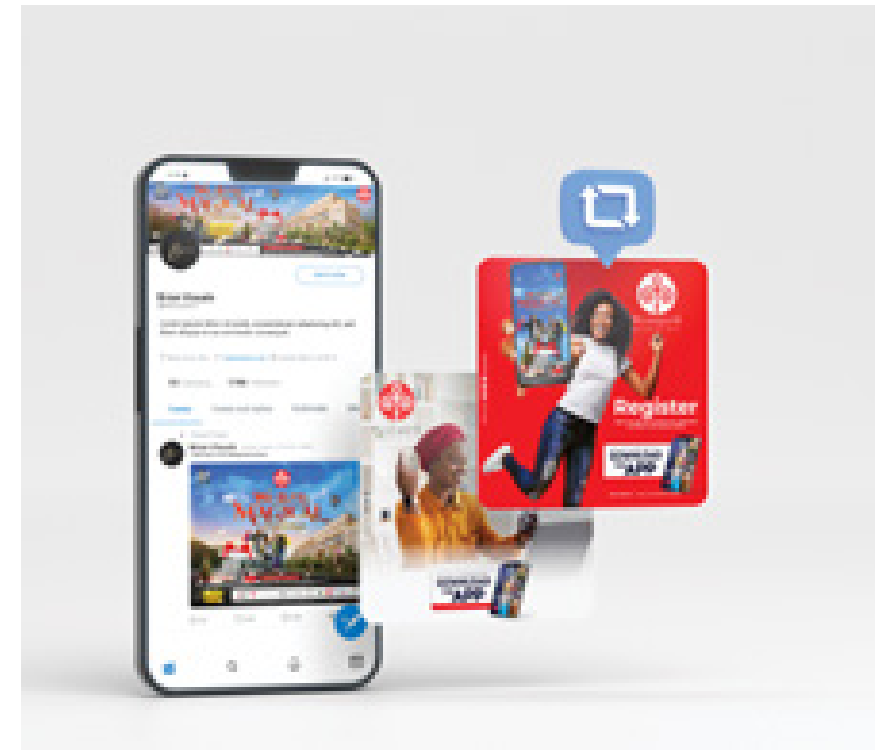
Get Started

Already Have an account? Log In

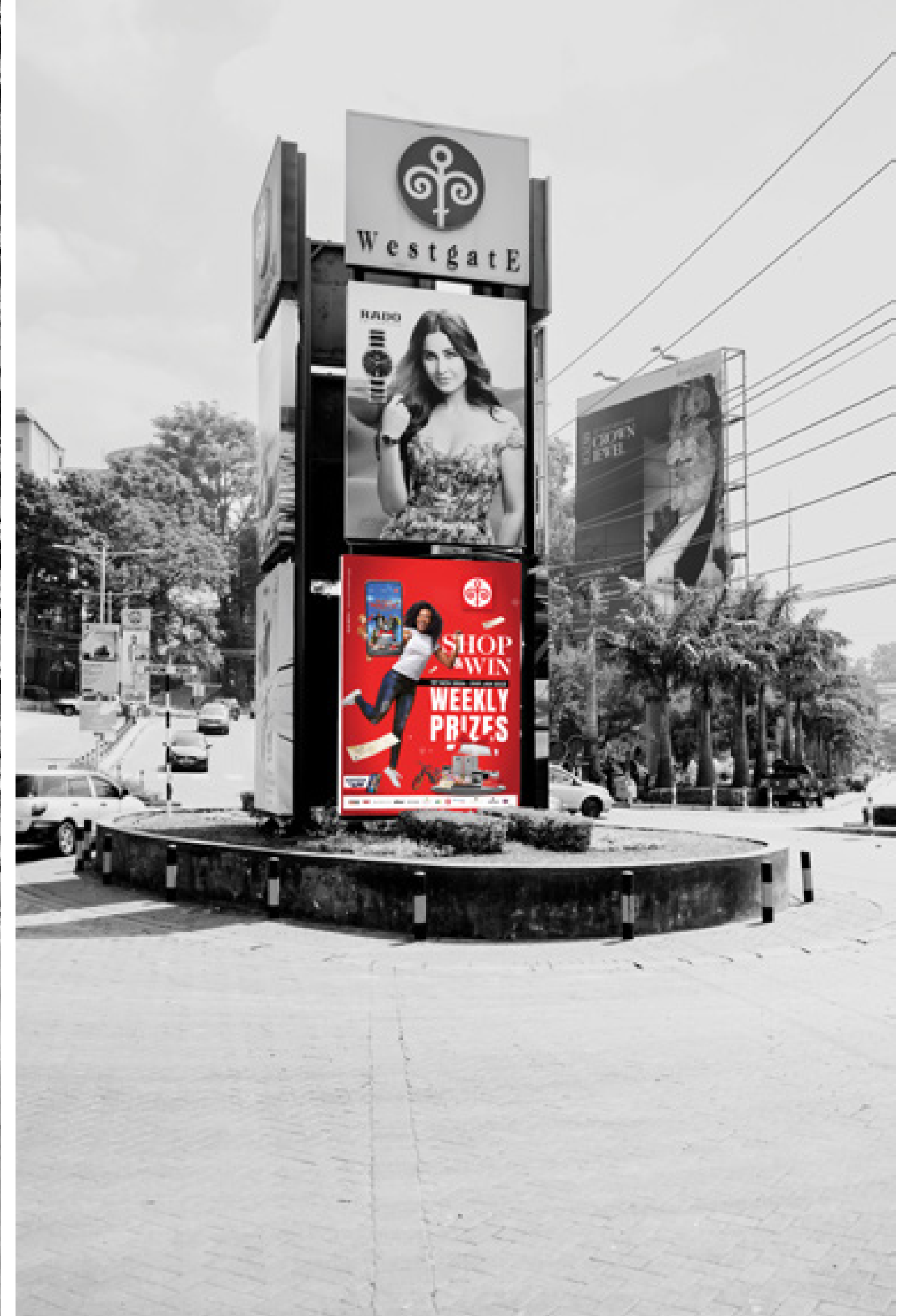
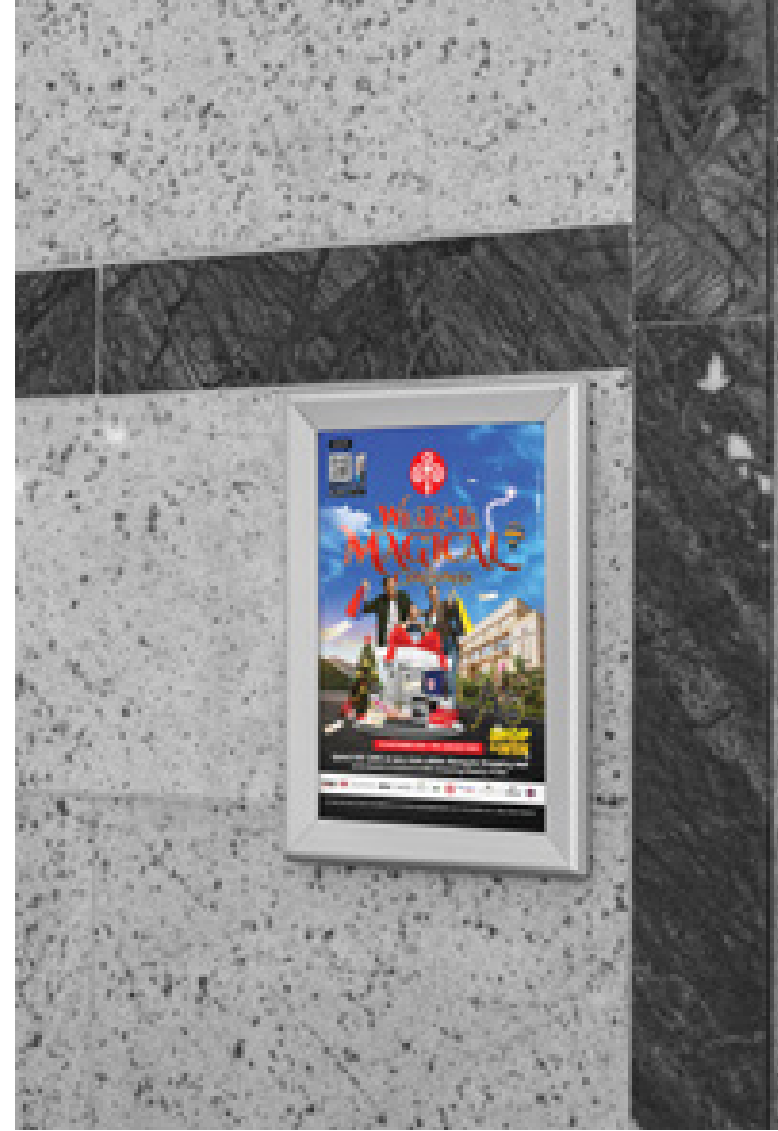


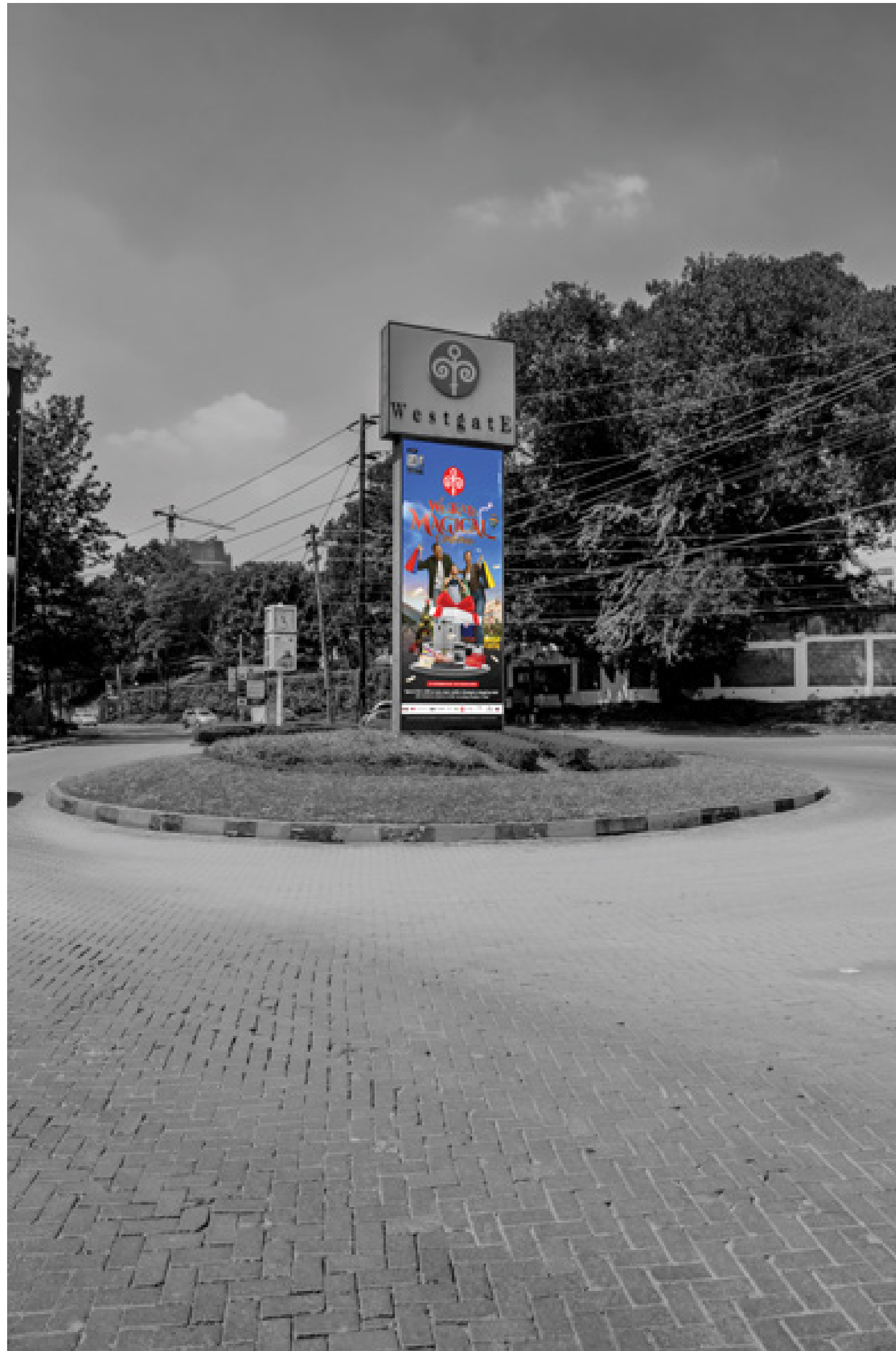
WESTGATE SHOPPING MALL
**DOWNLOAD
THE APP**

Social Media Posts & Covers



Print Moc-Ups



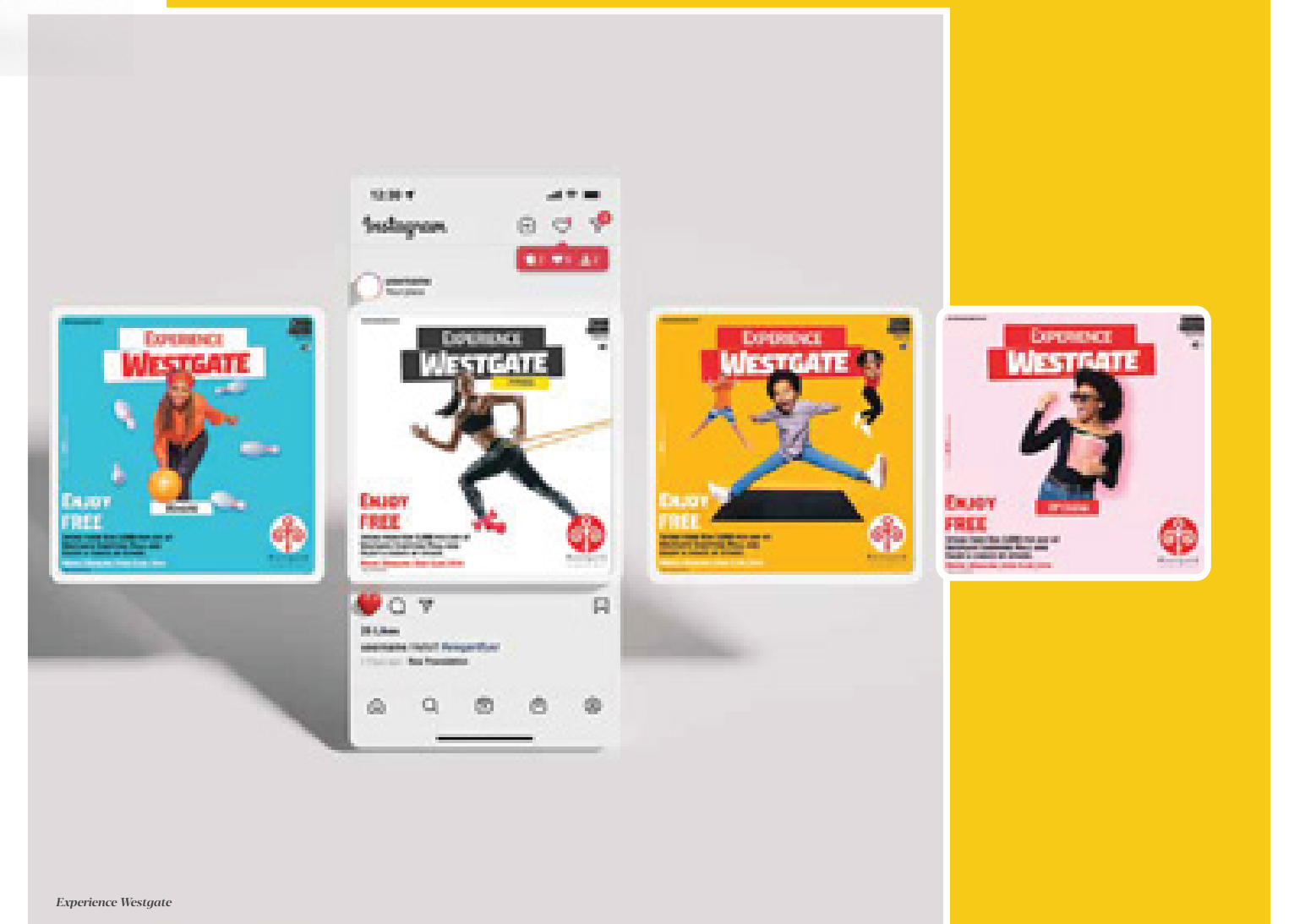
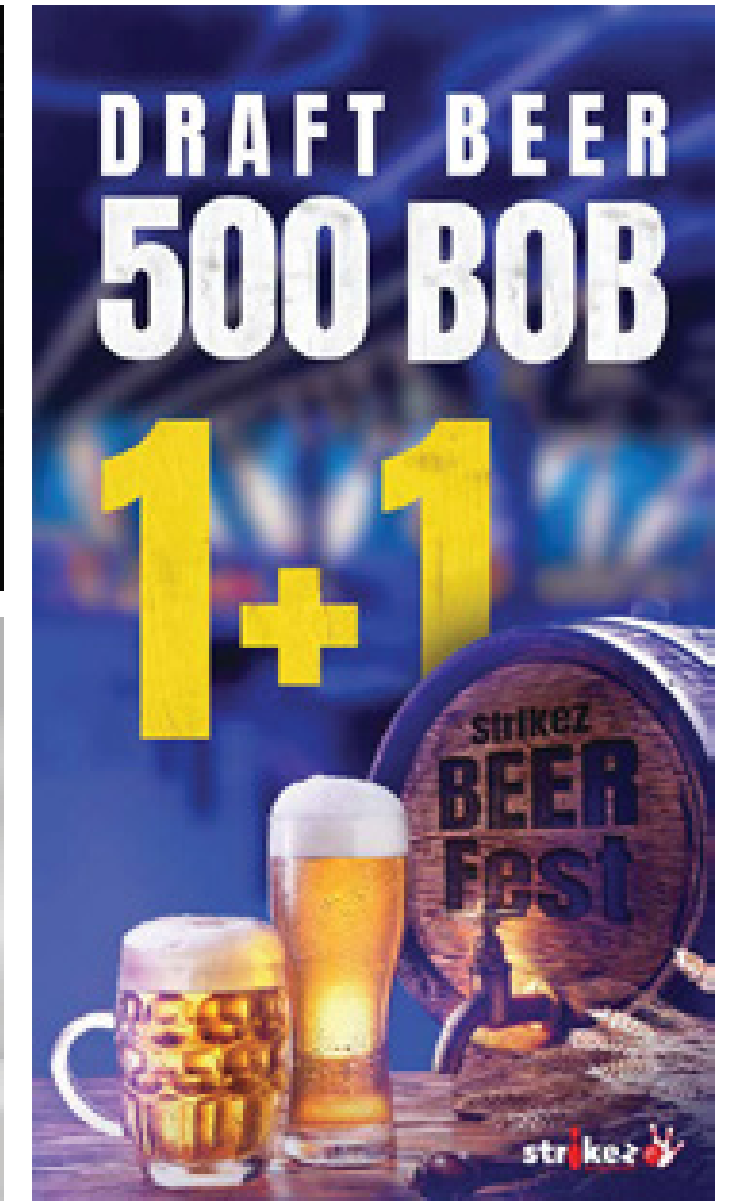
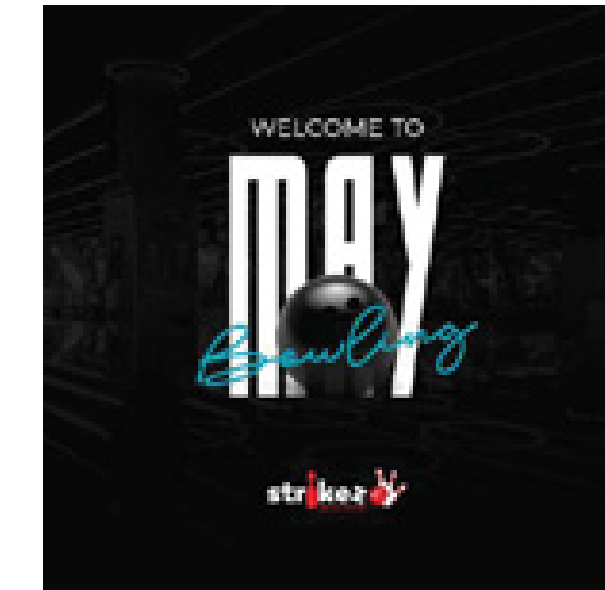


Generic Posters



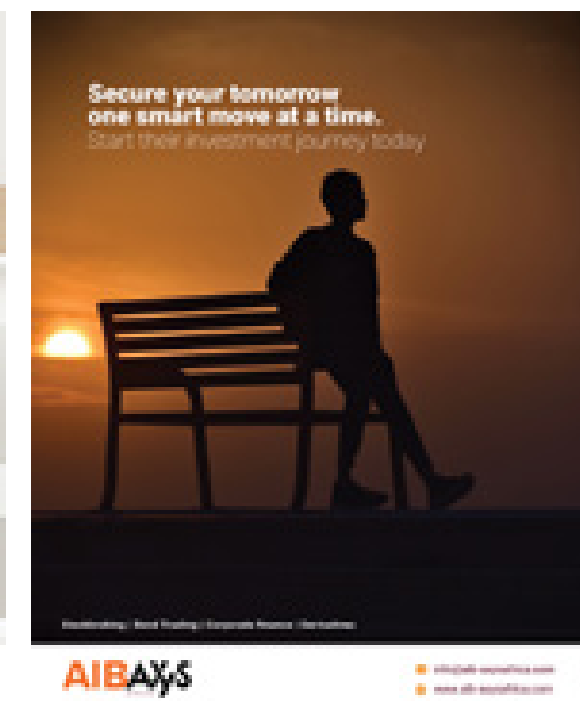
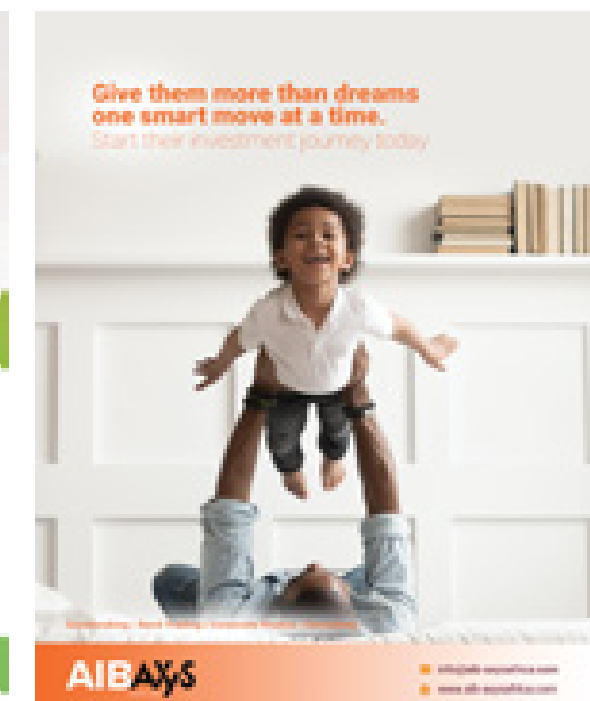
Instagram Post

A simple and familiar design for social media.



Experience Westgate

Recent Posters



Westgate Shopping Mall

HOT RIDES

BIKE - MEET UP - CHILL

JUNE 5TH - 6TH

GATES OPEN FROM 1PM

WESTGATE SHOPPING MALL | HWAKI RD | BOOFTOP

Westgate Shopping Mall

HAPPY MOTHER'S DAY

MAY 2023 14

Westgate Shopping Mall, Howard Road

Download the APP

Westgate Shopping Mall

EASTER Celebrations

25TH MARCH TO 10TH APRIL 2024

WESTGATE SHOPPING MALL IS EXCITED TO CELEBRATE WITH YOU! WE WILL BE HOSTING A VARIETY OF FUN, FAMILY-FRIENDLY EVENTS, AND ACTIVITIES, INCLUDING:

EASTER EGG HUNT | EASTER COLORING COMPETITION
EASTER SALE | EASTER ENTERTAINMENT

SHOPPING | FOOD | GAMES | MOVIES | ENTERTAINMENT

For more info, Call: 0715 557 775 (0780 557 775) or Email: marketing@westgate.co.ke | www.westgate.co.ke | Mwalimu Road, Westlands

GTC

Happy Easter Celebrations

EASTER FUN ACTIVITIES:
EGG BOWLING | EGG PAINTING | EGG HUNT | EGG WALK

For more info, Call: 020720000 | Email: info@gtc.co.ke | www.gtc.co.ke | Wajaki Way & Chirima Lane Intersection, Westlands

Westgate Shopping Mall

Mothers' day

COOK OFF

24th April to 9th May 2023

How to Participate

Share a 2 minute Video on Instagram of you or your mom cooking their favorite meal along with a recipe

Tag @Westgatemaika and #WestgateMomsCookoff for a chance to win incredible Prizes

Final Cookoff will be at Westgate Shopping Mall, Ground floor on Saturday 13th May 2023

EXPERIENCE WESTGATE

SNAP POP & DANCE

Live performances to be held on Saturday 3rd June 2023

Westgate Shopping Mall, Ground Floor From 12:00 NOON

POP UP

Download the APP

Westgate Shopping Mall

Happy International

Women's Day

8TH March Inspire Inclusion

SHOPPING | FOOD | GAMES | MOVIES | ENTERTAINMENT

For more info, Call: 0715 557 775 (0780 557 775) or Email: marketing@westgate.co.ke | www.westgate.co.ke | Mwalimu Road, Westlands

Download the APP

Westgate Shopping Mall

HAPPY Mother's Day

LOREM IPSUM DOLOR SIT AMET, CONSECTEUR ADIPISCING ELIT, SED DO EIUSMOD TEMPOR INCIDIDUNT UT LABORE ET DOLORE MAGNA ALIQUA. QUIS IPSUM SUSCIPIT URTE VULNERAT. REUS COMMODO VIVERRA MAECENAS ACCUSAN LAQUIS VEL FACILIS.

SHOPPING | FOOD | GAMES | MOVIES | ENTERTAINMENT

For more info, Call: 0715 557 775 (0780 557 775) or Email: marketing@westgate.co.ke | www.westgate.co.ke | Mwalimu Road, Westlands

GET YOUR GIFT VOUCHER AT THE WESTGATE MANAGEMENT OFFICE

GET A WESTGATE GIFT VOUCHER The perfect gift for every occasion

Westgate Shopping Mall

Kenya Charity IN COLLABORATION WITH WESTGATE SHOPPING MALL LIMITED

17TH APRIL TO 17TH JULY 2023

WIN!

A BRAND NEW CAR AND STAND A CHANCE TO WIN 1.25 MILLION DAILY & 5 MILLION WEEKLY

HOLIDAY | VOUCHERS | HOME APPLIANCES | GIFT HAMPERS AND OTHER AMAZING WEEKLY PRIZES AT WESTGATE SHOPPING MALL

PAYBILL: 292222 ACC: CAR | AMOUNT: 500/-

PURCHASE A RAFFLE TICKET FOR 500 BSH & STAND A CHANCE TO WIN A BRAND NEW SUZUKI VITARA BREEZA. Terms & conditions apply.

FOR MORE INFO CALL +254 111 024 100 www.kenyacharity.com

Westgate Shopping Mall

CHRISTMAS BAZAAR

Enjoy Handcrafted items | Unique gifts | Baked goods Soap & Essential oils | Christmas ornaments and so much more

FREE ENTRY

Westgate Pop Up Market, 1st Floor

10th to 13th December 2022

Book your spot and promote your products for 3 days

Call Asenka on 0707 844 008

Asenka

Westgate Shopping Mall

WESTGATE MAGICAL CHRISTMAS

SHOP AND WIN

WIN A CRUISE SHIP HOLIDAY

Home Furniture worth Ksh 500,000, a Hot Air Balloon Safari & other amazing prizes at Westgate Shopping Mall this Christmas

1st November - 31st January

Westgate Shopping Mall

WESTGATE GIFT VOUCHER

The perfect gift for every occasion

GET YOUR GIFT VOUCHER AT THE WESTGATE MANAGEMENT OFFICE

Westgate Shopping Mall

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SCAN ME

WESTGATE MAGICAL CHRISTMAS

SHOP & WIN

1st November 2022 - 31st January 2023

Spend KES 1,000 at any store within Westgate Shopping Mall and stand a chance to Win Amazing Weekly Prizes

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W Gym

EXCLUSIVE
Wellness & Fitness

Stately THE W LIFESTYLE

PADEL & SQUASH
Open

WPADEL

EXCLUSIVE
Wellness & Fitness

Stately THE W LIFESTYLE

PADEL & SQUASH
Open

WPADEL

EXCLUSIVE
Wellness & Fitness

Stately THE W LIFESTYLE

YOGA

INTERNATIONAL YOGA DAY

EXCLUSIVE
Wellness & Fitness

Stately THE W LIFESTYLE

BOXING

ENJOY OUR OLYMPIC BOXING RING
PUNCHING BAGS AND BOXING MANNICUINS
OPEN ALL WEEKEND

+254 791 563 144
wclub@westgate.co.ke

EXCLUSIVE
Wellness & Fitness

Stately THE W LIFESTYLE

CROSS
FIT

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR
ADIPISCING ELIT. SED DO EUISMOD TEMPOR
IN VESTRIS MAECENAS ACCUMSAN LAOREN VUL FRINGILIS.

Download Westgate APP
for Free today

+254 791 563 144
wclub@westgate.co.ke

TERMS & CONDITIONS APPLY

EXCLUSIVE
Wellness & Fitness

Stately THE W LIFESTYLE

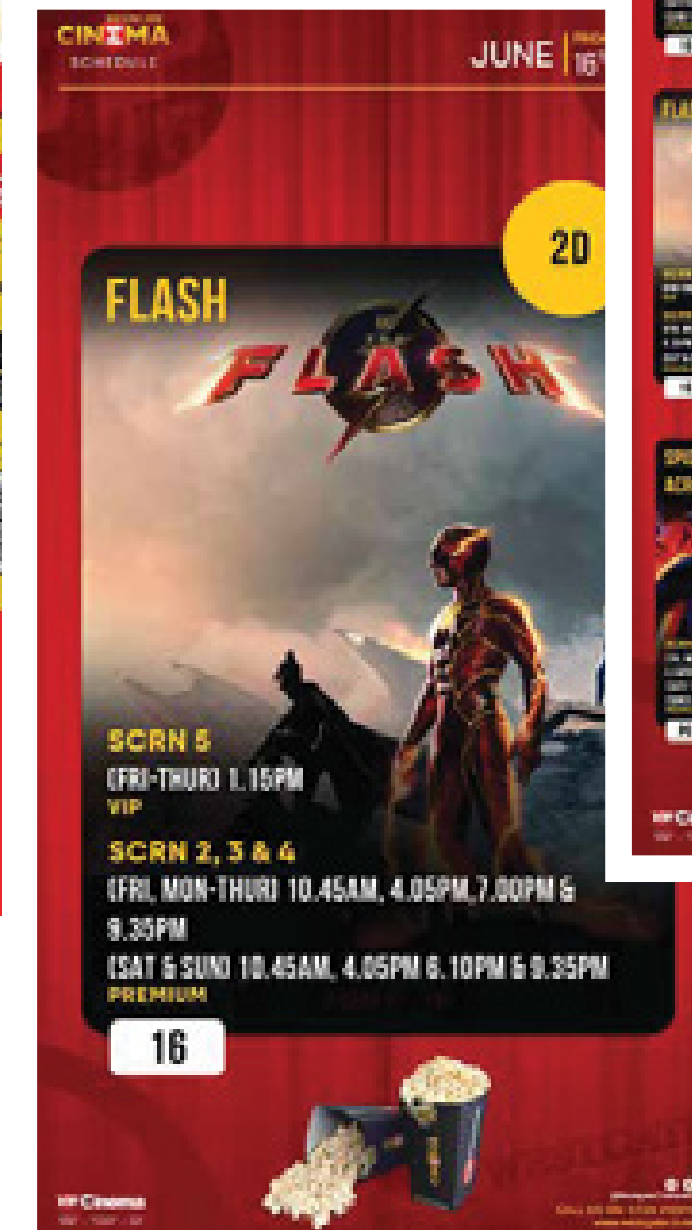
PADEL & SQUASH
Open

BOOKING OPEN FOR PADEL

- Bring your own racquets + balls
- Members only

WPADEL
courts

Westgate Cinema



Stories and Digital Screens Communication

- Movie screenings communication
- Cinema line up multiple movies
- Cinema line up single movie



Kiddie Treat

WESTGATE CINEMA

Disney · PIXAR

SOUL

KIDDIE TREAT

27th - 28th JAN

Ksh 950

BOOK NOW 0729 210 310 OR 0114 133 630

IN THEATRE ONLY

PRICE IS INCLUSIVE OF THE MOVIE AND 1 FOOD OPTION FROM KFC, PIZZA HUT, OR SUBZ

KFC | Pizza Hut | SUBZ

WESTGATE CINEMA

LADYBUG CATNOIR

KIDDIE TREAT

29th - 30th JULY 2023

Ksh 750

BOOK NOW 0729 210 310 OR 0114 133 630

2D, 11:00AM SHOW ONLY

KFC | SW 1 CRUNCH + ICE LOLLY | OR | Pizza Hut | SMALL PIZZA + 1 DRINK

WESTGATE CINEMA

INSPECTOR SUN

KIDDIE TREAT

AUG-SEPT 31-1

Ksh 950

BOOK NOW 0729 210 310 OR 0114 133 630

2D, 11:00AM SHOW ONLY

PRICE IS INCLUSIVE OF THE MOVIE AND 1 FOOD OPTION FROM KFC, PIZZA HUT, OR SUBZ

KFC | 5 CHIKEN NUGGETS + REGULAR CHIPS | Pizza Hut | SMALL PIZZA + 1 DRINK | SUBZ | 6 INCH CHIKEN TERIYAKI + 350ML BOTTLE DRINK

WESTGATE CINEMA

WESTGATE CINEMA PRESENTS

KIDDIE TREAT

TRANSFORMERS ONE

AUG-SEPT 31-1

Ksh 950

BOOK NOW 0729 210 310 OR 0114 133 630

2D, 11:00AM SHOW ONLY

PRICE IS INCLUSIVE OF THE MOVIE AND 1 FOOD OPTION FROM KFC, PIZZA HUT, OR SUBZ

KFC | 5 CHIKEN NUGGETS + REGULAR CHIPS | Pizza Hut | SMALL PIZZA + 1 DRINK | SUBZ | 6 INCH CHIKEN TERIYAKI + 350ML BOTTLE DRINK

WESTGATE CINEMA

MUMMIES

KIDDIE TREAT

25th - 26th FEBRUARY

Ksh 650

BOOK NOW 0729 210 310 OR 0114 133 630

2D, 11:00AM SHOW ONLY

PRICE IS INCLUSIVE OF THE MOVIE AND 1 FOOD OPTION FROM KFC, PIZZA HUT, OR SUBZ

KFC | STREET WIDE 1 | Pizza Hut | SMALL PIZZA + SMALL DRINK | SUBZ | CHICKEN NUGGETS + SOUP | OB | KIDDIE'S FRANKO ZUCCHINI + SOFT DRINK

WESTGATE CINEMA

CATS in the MUSEUM

KIDDIE TREAT

23rd - 24th SEPTEMBER

Ksh 750

BOOK NOW 0729 210 310 OR 0114 133 630

2D, 11:00AM SHOW ONLY

PRICE IS INCLUSIVE OF THE MOVIE AND 1 FOOD OPTION FROM KFC, PIZZA HUT, OR SUBZ

KFC | SW 1 CRUNCH + ICE LOLLY | Pizza Hut | SMALL PIZZA + 1 DRINK | SUBZ | 6 INCH CHIKEN TERIYAKI + 350ML BOTTLE DRINK

Restaurants Strikez



Menu + Staff Badge

Menu design for Strikez Restaurant and
staff IDs for Strikez Bowling Alley.








Logo Design

RESENT LOGO



PRIMARY MARK 

PRIMARY LOGO 


COLOR PALETTE 


#b79a65
#19192e


FONTS


<p>Primary (SEGO)</p> <p>Uppercase: ABCDEFGHIJKLMNOPQRSTUVWXYZ</p> <p>Lowercase: abcdefghijklmnopqrstuvwxyz</p>	<p>Secondary (Acumin Variable Concept)</p> <p>Uppercase: ABCDEFGHIJKLMNOPQRSTUVWXYZ</p> <p>Lowercase: abcdefghijklmnopqrstuvwxyz</p>
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WORDMARK 


MARK 


SUBMARK 

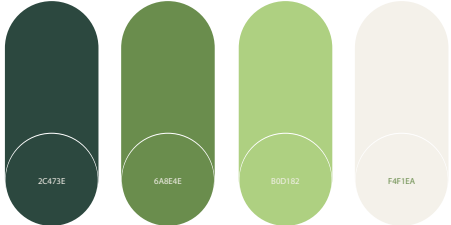
LIGHT BG 

DARK BG 

BLACK BG 

PRIMARY LOGO 

PRIMARY LOGO WITH TAGLINE 

COLOR PALETTE 

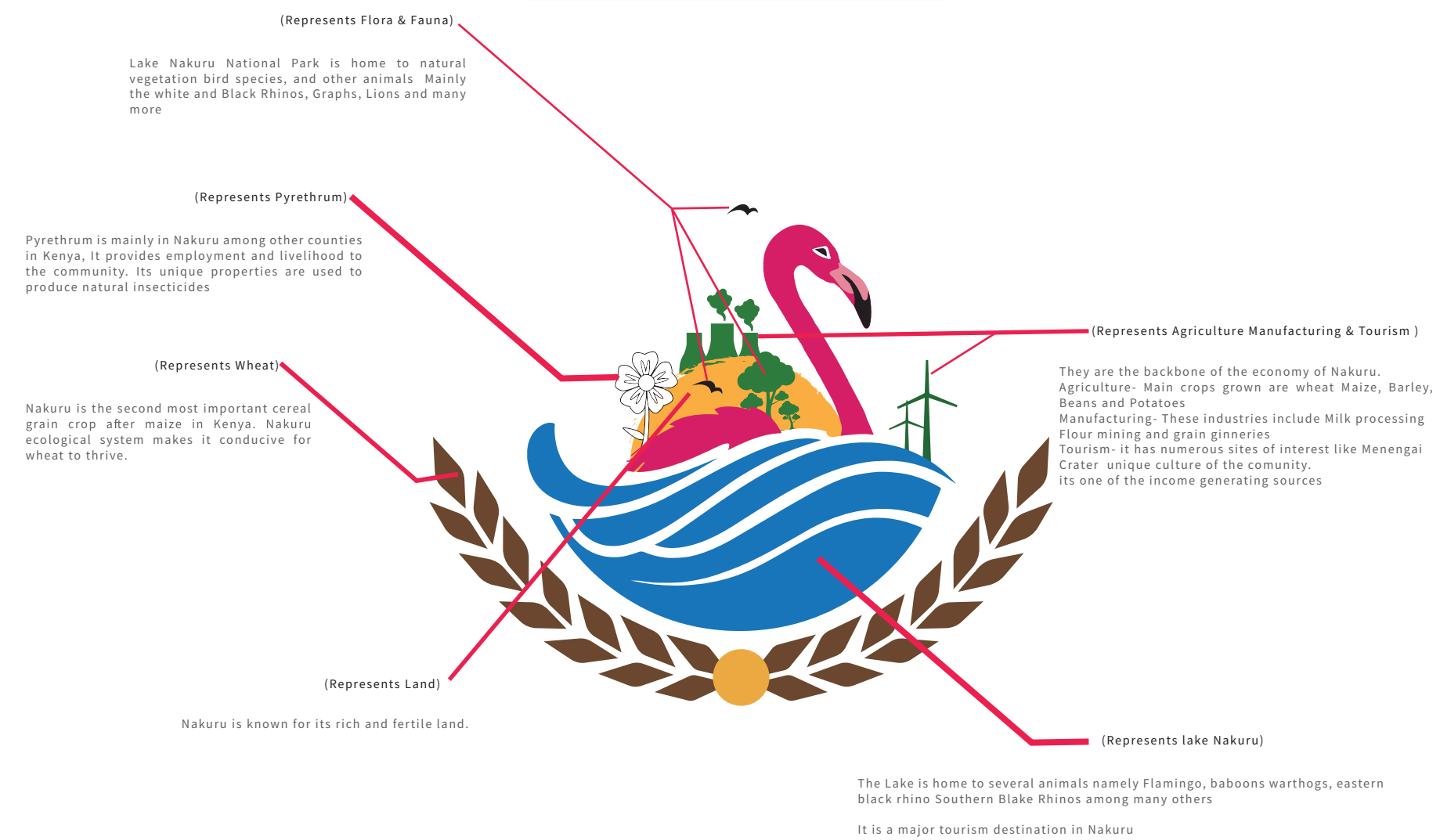
FONTS

<p>Primary Font (Montserrat)</p> <p>Uppercase: ABCDEFGHIJKLMNOPQRSTUVWXYZ</p> <p>Lowercase: abcdefghijklmnopqrstuvwxyz</p>	<p>Secondary Font (Adam)</p> <p>Uppercase: ABCDEFGHIJKLMNOPQRSTUVWXYZ</p> <p>Lowercase: abcdefghijklmnopqrstuvwxyz</p>
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Resent Competition

NAKURU CITY COUNTY LOGO

LOGO STRUCTURE

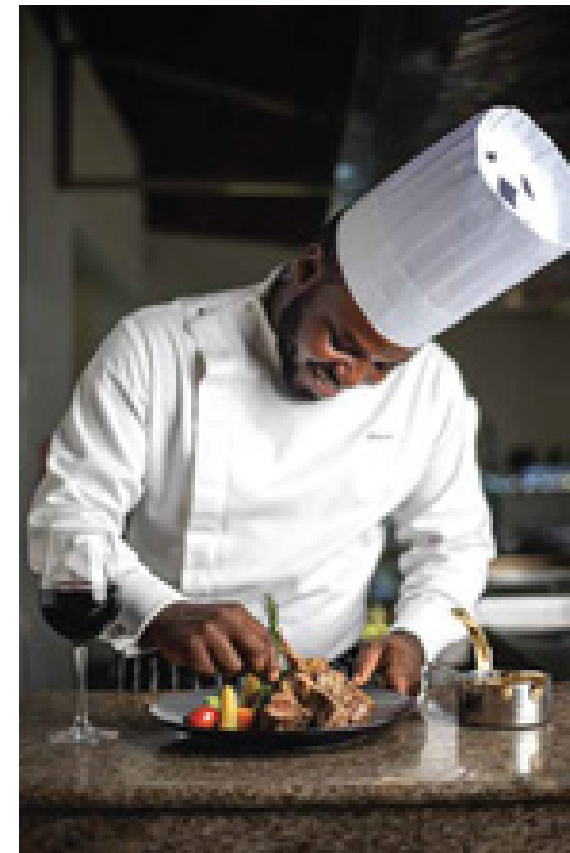


NAKURU CITY COUNTY
COUNTY OF UNLIMITED OPPORTUNITIES

Nakuru City County



Photography

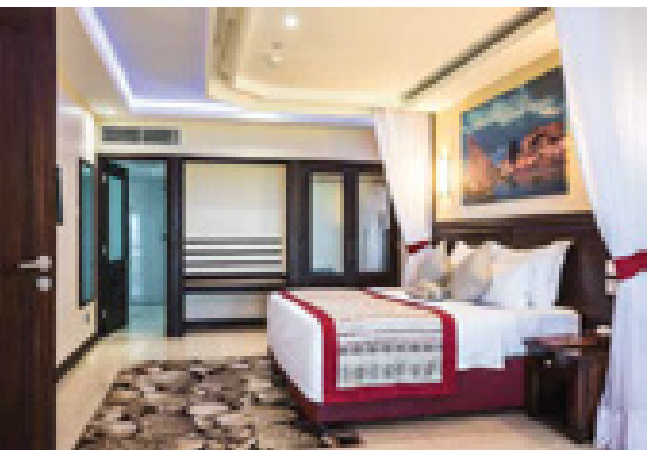
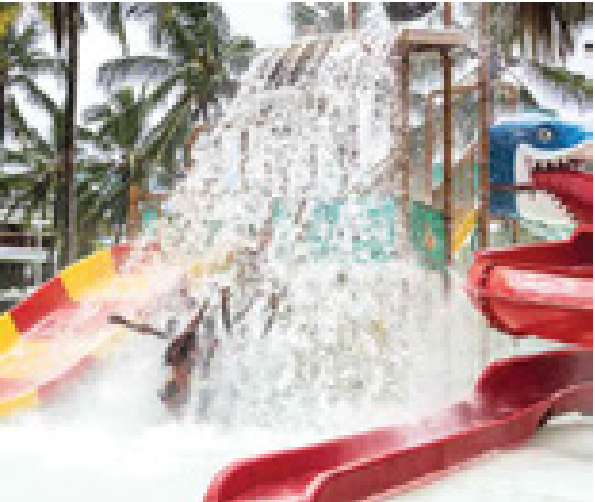


Food & Beverage Photography

Bistro Restaurant



Photography



Lifestyle Photography

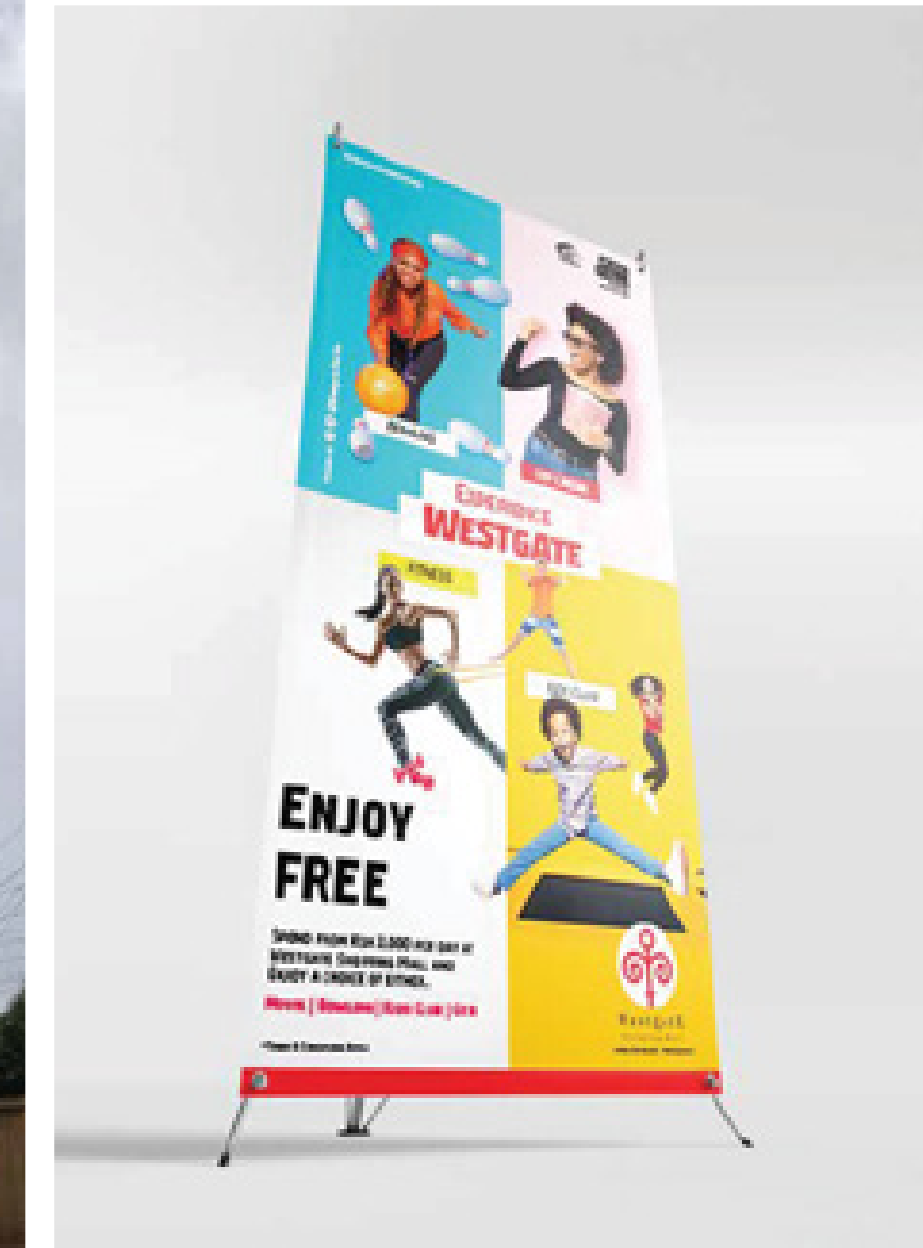
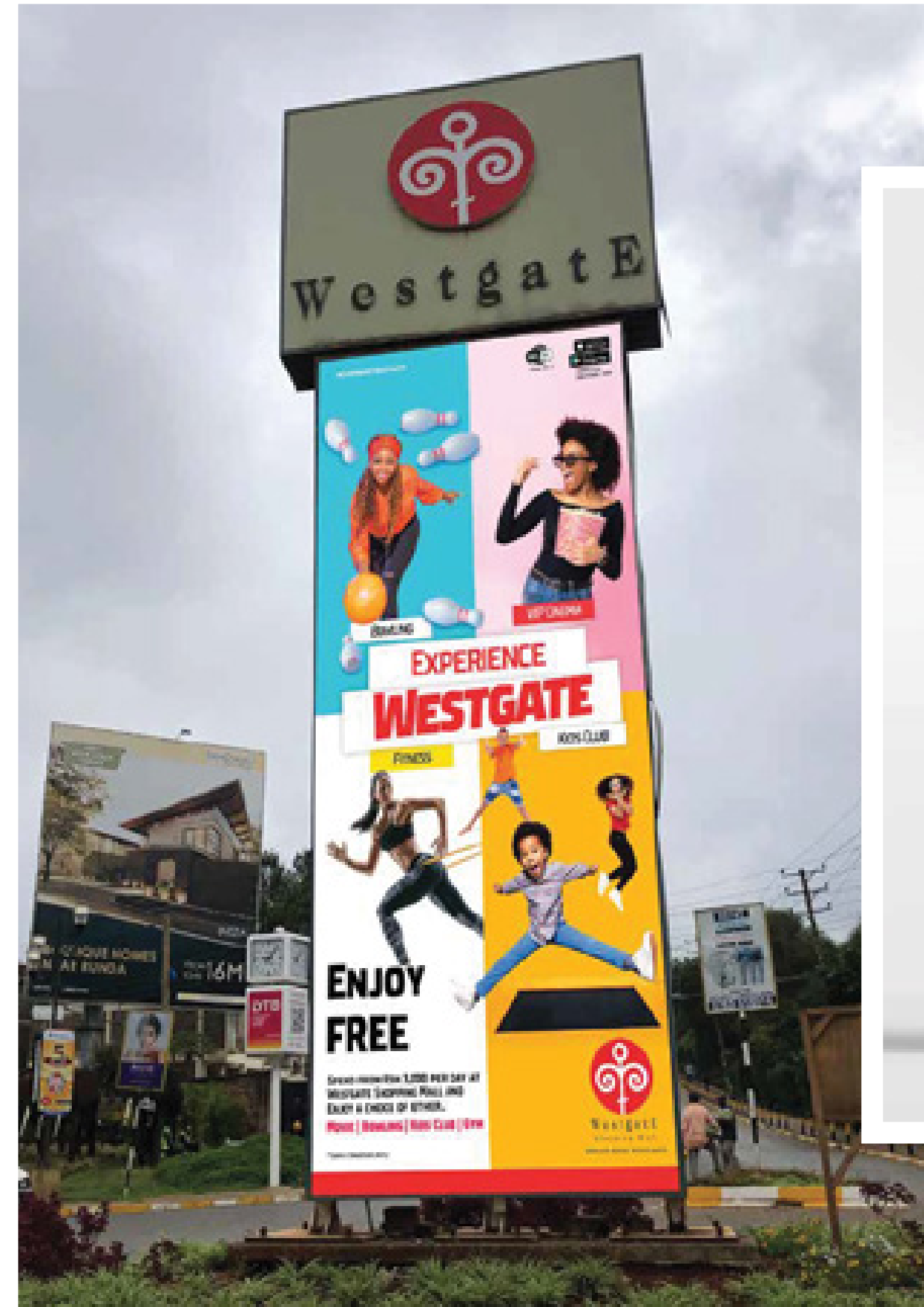
Tewa Pool



Branding



Branding

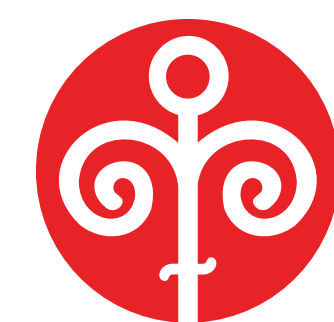


Marketing Communication

Outdoor sign and
Standee campaign designs.



Brands Worked with





NAME: Brian Ngugi

Email: brianwainainavisuals@gmail.com

Tell: 0719540220 / 0726162216

   @briannugiwainaina