WILSON RUHARA KABAYA.

BRAND · CREATIVE · DIGITAL · WEB · COMMUNICATION

Multidisciplinary creative professional connecting visual design, digital presence, production and communication.

BASED IN
Nairobi, Kenya

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01 PROFILE

Creative and digital professional with a foundation in graphic design, branding and print production, expanded through hands-on work in web development, digital marketing, social media, SEO, content creation and communication. I have worked with businesses, organisations and individuals as a designer, consultant, digital communications lead and production partner. My strength is connecting the different parts of a brand, from identity and visual communication to websites, digital platforms and physical production.

02 CAPABILITIES

01 Brand & Design

- Brand identity
- Graphic design
- Illustration
- Company profiles
- Visual communication

02 Digital & Web

- Web development
- Website management
- SEO
- Google Business Profile
- Digital marketing

03 Content & Production

- Social media
- Photography & video
- Print production
- Signage
- Merchandise & branding

03 EXPERIENCE

NOV 2024 — PRESENT

Founder · Brand & Creative Designer

Huelensa

Founded Huelensa as a multidisciplinary creative practice bringing together branding, design, production, web and digital communication. Built and continue to develop the brand, website, service architecture, SEO, content and client-facing creative work.

Brand Strategy | Identity | Web | SEO | Digital | Production

2024 — PRESENT

Brand & Digital Consultant

GeoEdge Land Surveyors

Work across the company's digital presence and communication, including website management, digital content, social media, search visibility and Google Business Profile development. Help translate a technical service business into a clearer, more accessible online presence.

Digital Strategy | Web | SEO | Google Business Profile | Content

MAR 2025 — PRESENT

Digital Marketing & Communications Supervisor

Humphrey Muchuma

Manage digital communication across Instagram, Facebook, TikTok and WhatsApp, alongside websites and online publishing for Humphrey Muchuma and associated organisations including Inua AI Foundation, Duncan & Rose Muchuma Foundation and Humphrey Muchuma Foundation. Cover events through photography and video and prepare content for online publishing.

Digital Marketing | Political Communication | Social | Photography | Video | Web

2024 — PRESENT

Graphic Designer · Web Developer · Production Consultant

Pari Graphics Ltd.

Work across client projects spanning graphic design, company profiles, websites, social media, merchandise, signage, branding and print production. Continue to support the company on a consultancy basis, combining hands-on production knowledge with web and digital skills.

Graphic Design | Web | Branding | Print | Signage | Merchandise

04 EDUCATION

2023 — **Alison & Mind Luster**
Web Development, NCDSD, Advanced Illustrator & Graphics Design

2018–19 — **Kenya Institute of Mass Communications**
Animation & Graphics Design

2016–18 — **Nairobi Technical Training Institute**
Automotive Engineering & IT

2011–15 — **Chania High School**
K.C.S.E

05 TOOLS

SOFTWARE

Adobe Photoshop · Adobe Illustrator · Adobe Premiere Pro · WordPress

PROFESSIONAL STRENGTHS

Graphic Design · Branding · Print & Screen Printing · Digital Marketing · Strategic Planning · Client Relationship Management · Creative Problem-Solving · Project Management · Team Leadership · Social Media Management

COMMUNICATION

Strong verbal and written communication, client interaction, presentation and design-pitching skills. Experienced in translating client requirements and complex service offerings into clear visual and digital communication.

03 EXPERIENCE, CONTINUED

2023 — FEB 2024
Digital Marketing & Web Consultant
Live-IN Properties

Helped establish the company's digital footprint during its growth stage. Worked across its website, Google Business Profile and more than seven social media accounts, helping connect its website, social channels and local search presence.

Digital Marketing · Web Development · GBP · Social Media

2022 — 2023
Digital Marketing & Web Consultant
Home Heart Properties

Handled digital marketing, website input and social media direction across a large online presence of more than twenty social media accounts, providing creative and strategic input across platforms.

Digital Marketing · Web · Social Media Strategy · Content

SEP 2021 — DEC 2023
Graphics Designer & Branding
Brand Quarters

Developed branding and graphic design solutions for clients while working across print, branding, production, social media and website management. Built strong practical experience connecting creative concepts to physical production.

Graphic Design · Branding · Print · Production · Web

APR 2020 — JUL 2021
Video Captioner
REV, LA

Created accurate and synchronised captions and transcriptions for video content, maintaining quality, spelling and grammatical standards.

Video · Captioning · Transcription

AUG 2019 — MAR 2020
Illustrations Designer
Acrinen Interior Design Ltd.

Worked on interior design concepts through illustration, patterns and graphic elements, contributing detailed visual solutions to interior projects.

Illustration · Patterns · Visual Design