

Osciah Juma

Graphic / UI-UX Designer

+254 798 785 974 | osciahjuma270@gmail.com | ossy.vercel.app

Profile

Creative and user-focused Graphic/UI-UX Designer with hands-on experience creating modern, engaging, and user-centered designs across web, mobile, and brand systems. Driven by design thinking, research, and a passion for clear visual communication, I translate complex requirements into intuitive, polished, and functional solutions. Known for balancing creativity with strategy to deliver designs that enhance usability, strengthen brand identity, and support organizational goals.

Experience

2021–2023 | Blu Nova Tech — Graphic Designer

- Designed and executed branding, social media campaigns, and digital marketing materials that improved online engagement.
- Developed reusable design systems and templates that improved content production efficiency for the marketing department.
- Collaborated closely with product teams to ensure visuals aligned with UI requirements for internal tools.
- Designed animated promotional graphics, mockups, and layouts for product launches and corporate communication.
- Strengthened the brand identity through consistent typography, color usage, and visual hierarchy.

2023 | X-Mobit Crypto Website — UI/UX Designer/Graphic Designer

- Created secure and intuitive user interfaces for a cryptocurrency transaction platform.
- Simplified complex fintech functions into visually clear, beginner-friendly user flows.
- Designed a futuristic UI direction using gradients, neon highlights, and micro-interactions.
- Worked with blockchain engineers to align UI components with real-time transaction logic.
- Improved the perceived security and trustworthiness of the product through intentional layout structuring.

2022–2024 | Newlife Fountain Ministries — UI/UX Web & Graphic Designer

- Designed and maintained a dynamic ministry website with event announcements, donation pages, and interactive content.
- Created weekly graphics for sermons, campaigns, charity events, and social media growth.

efforts.

- Improved website navigation, media presentation, and engagement through structured UI components.
- Worked with the media team to maintain a consistent visual language across all digital platforms.
- Designed branded templates used for digital outreach, newsletters, and event promotions.

2023–2025 | Pure Uxels Creative & Media studio — Lead Designer

- Produced high-quality content for clients, including banners, branding kits, posters, and digital ads.
- Conducted platform research to tailor visual content for social media, improving brand performance across multiple channels.
- Actively contributed layout ideas for web pages and e-commerce product displays.
- Documented project assets and organized design libraries to support faster team workflows.
- Participated in creative planning sessions and proposed visual improvements across client projects.

Education

2021–2025 | Kirinyaga University — Bachelor of Technology in Medical Engineering

2020 | KASNEB — Vocational Certificate in Graphic Design

Certifications

- Adobe Certification in Graphic Design & Illustration
- Canva Mastery Certification
- Fundamentals of HTML & CSS for Designers
- UX Principles for Fintech Platforms
- E-Commerce UI/UX Fundamentals

Skills & Tools

Figma, Adobe Illustrator, Photoshop, InDesign, XD, Canva, HTML/CSS/JS, Creative Cloud Suite, Prototyping, Wireframing, UX Research, User Flow Mapping, Visual Design Systems, Branding, Fintech UX, E-commerce UI, Framer.

Selected Projects

- Go Cart Delivery Platform: Designed multi-role dashboards, crafted responsive UI, built prototypes, developed branding, and delivered scalable design systems.

- X-Mobit Crypto Platform: Created simplified crypto transaction flows, designed futuristic UI systems, and implemented security-focused UX elements.
- Go Cart Branding System: Developed end-to-end branding including logo, typography, colors, and promotional materials.
- M-Fish Logo: Produced a recognizable and industry-appropriate brand mark for a digital fishing industry platform.
- Freelance Branding Projects: Delivered branding kits, visual identities, posters, and marketing designs for various startups and organizations.

References

Stella N — Product Manager, OCN

Amos Wachira — CEO, Blu Nova Tech

Eliud Obure — Founder & CEO, Witz Technologies

Moses Wamalwa — Bishop, Newlife Fountain Ministries