



# AUGUSTINE KARIUKI

## DESIGN TEAM LEAD & BRAND STRATEGIST

Creative and results-driven Design Team Lead with 7+ years of progressive experience spanning publishing, entrepreneurship and corporate design leadership. and delivering comprehensive visual solutions from concept to completion. Experienced in remote work environments with strong cross-functional collaboration skills. Specializes in brand identity, web design, presentation design, and digital marketing materials that drive business results.

## Contact

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- augustine.ripple.co.ke
- Nairobi, Kenya  
Open to Remote Work
- linkedin.com/in/augustine-kariuki

## Education

### Diploma in Graphic Design

BIFA (Buruburu Institute of Fine Arts)  
2015 - 2018

## Reference

### Marketing Manager

Riana Group  
+254 91 317 307

### Publishing Director

Moran Publishers  
+254 722 633 286

## Software Skills

- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- PowerPoint
- WordPress
- After Effects
- Figma

### DESIGN TEAM LEAD

Riana Group

Sep 2021 - Present  
Nairobi, Kenya

Leading design operations for 4 subsidiary companies (Riana, Q-Sys, Secuviz) with focus on brand consistency and business growth.

- Manage and mentor junior designer, overseeing quality control and creative direction for all design deliverables
- Develop comprehensive pitch deck presentations that directly contribute to successful client acquisitions and business development
- Design and implement on-site branding solutions for CCTV installations, parking barriers, and security equipment to enhance company visibility
- Produce video content for corporate events and social media campaigns across LinkedIn and other digital platforms
- Design and develop responsive websites for all subsidiary companies, ensuring brand consistency and optimal user experience
- Collaborate remotely with cross-functional teams to deliver integrated marketing solutions and maintain project timelines

### FOUNDER & CREATIVE DIRECTOR

Ripple Design and Branding

Jan 2018 - Sep 2021  
Nairobi, Kenya

Founded and operated independent design consultancy serving diverse clientele across multiple industries

- Delivered end-to-end brand solutions including logo design, package design, and comprehensive digital presence development
- Managed client relationships and projects remotely, ensuring timely delivery and maintaining high client satisfaction rates
- Designed and developed custom websites for small to medium businesses using WordPress and modern web technologies
- Created comprehensive brand guidelines and visual identity systems that enhanced client brand recognition
- Produced 3D signage and environmental graphics for retail and commercial spaces
- Developed social media content strategies and visual campaigns that increased client engagement metrics

### GRAPHIC DESIGN INTERN

Moran Publishers

Sep 2017 - Dec 2017  
Nairobi, Kenya

Contributed to educational publishing projects during Kenya's new curriculum transition period.

- Created educational illustrations for new curriculum textbooks targeting primary and secondary school markets
- Designed book layouts integrating textual content with visual elements to enhance learning experience and readability
- Conducted thorough proofreading and quality assurance for published educational materials
- Collaborated with editorial teams to ensure design alignment with educational objectives and curriculum standards