

Brian Isale Amuhaya

Developer & Creative Designer

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BIO

Creative web developer with a keen eye for design. I craft elegant, user-friendly digital experiences, solving complex challenges and staying current through active participation in meetups and hackathons.

SOFTWARE DEVELOPMENT

- Front-End Development
- Hosting & Maintenance
- CRM and CMS Platforms
- Site Troubleshooting
- Version Control & Collaboration

COMMUNICATIONS

- Social Media Management
- Search Engine Optimization
- Content Creation
- Print Media

CREATIVE DESIGN

- Photography & Videography
- Motion Graphics
- UX and UI Design
- Multimedia Design

LANGUAGES

- English (Excellent)
- Kiswahili (Excellent)

CONTACT

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TECHNICAL SKILLS

Languages:

JavaScript (ES6+), HTML5, CSS3, PHP, Python, TypeScript

Back-End:

Node.js, Express.js, PHP, MongoDB, MySQL, PostgreSQL

CMS:

WordPress, Shopify, Newsletter development

Front-End:

ReactJs, Vue.js, jQuery, Bootstrap, Sass/SCSS

Tools & Tech:

Git, RESTful APIs, Firebase, Webpack, npm

Design:

Adobe Photoshop, Illustrator, InDesign, After Effects

PROFESSIONAL EXPERIENCE

Private Equity Support (PES)

March 2022 – Present

Communications Associate, Graphic Designer & Software Developer

Key Projects:

■ PES Academy – Thinkfic Learning Platform

Built and maintained the PES Academy e-learning platform on Thinkfic. Edited and produced structured 10-minute video lessons, designed a standard video format (look & feel, background jingle) and maintained a full content catalogue.

■ PES Website Redesign & SEO

Redesigned the PES corporate website, integrated a payment gateway, optimised on-page SEO and ensured full mobile responsiveness. Implemented a blog, webinar section and YouTube integration.

■ SME Client Digital Campaigns

Managed social media channels and monthly newsletters for PES and multiple SME clients. Created content calendars, designed infographics and social adverts, resulting in measurable growth in audience engagement.

■ CRM & Tech Platform Management

Administered and maintained the CFA system, Thinkfic, Cloud storage and Trello workflows. Developed a CRM strategy including the PES Clients Club appreciation initiative.

Responsibilities:

- Manage external communication channels and develop content calendars for PES and SME clients.
- Design social media adverts, infographics and PES marketing materials.
- Oversee monthly newsletters, website, blogs, webinars and YouTube channels.
- Implement and optimise payment gateways; ensure SEO and mobile-friendly performance.
- Manage frontend/backend of platforms: CFA system, Thinkfic, Cloud and Trello.
- Edit and produce 10-minute video lessons for the PES Academy on Thinkfic.
- Develop and execute a client relationship management strategy.

Malaika Gifts & Interiors

October 2021 – December 2021

Junior Tech Professional, Graphic Designer & Digital Marketer

- Built the company's online shopping website.
- Optimised website for SEO on Google.
- Photographed and edited product images; managed uploads and content writing.
- Designed and produced marketing materials (flyers, brochures, social media).
- Managed and updated company social media channels.

ZUCA Solutions Limited

January 2019 – August 2019

Web and Graphic Designer Intern

- Delivered front-end and back-end web development optimising UX, SEO and brand metrics.
- Built internal systems: order management tools, revenue reporting and workflow tracking.
- Created modern, responsive web designs within tight project schedules.
- Designed logos and marketing collateral for clients across multiple industries.
- Stayed current with design tools and industry trends in digital/online design.

EDUCATION

Jomo Kenyatta University of Agriculture and Technology

December 2021

Diploma in Information Technology — Nakuru, Kenya

HONOURS & CERTIFICATIONS

- Google Africa Scholarship (Pluralsight & Andela) – Mobile Web Specialist track, May 2019
- Andela Learning Community – Mentor Certification (20 students mentored), November 2020
- Google Africa Scholarship (Udacity & Andela) – Web Development track, August 2018
- Business Test Case Study – Ivey School of Business Certification
- Leadership & Effective Communication Skills – Kenya National Library Service, September 2021

REFERENCES

Diana Gichaga

Managing Partner, PES

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Zubeida Ismael

CEO, ZUCA Solutions Limited

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Mr. Steve Waweru

I.T Coordinator, JKUAT

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