

CLAUDIUS MAINJA

Product & Brand Designer || Front End Web Developer

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Summary

Innovative and results-driven Product and Brand Designer, and Front-End Web Developer with a decade of experience in graphic design, digital design, and web development. I possess a keen eye for visual aesthetics and a deep understanding of brand strategy and identity design. My strong expertise in creating captivating designs and developing interactive websites has driven business success for clients across various industries. I am an achiever and a doer, consistently delivering outstanding results through collaboration and creativity.

Work Experience

UI/UX Designer & Web Developer at Blacklemur Innovations (Zimbabwe)

July 2019 – Present

Responsibilities

- Spearheaded numerous projects involving website and mobile application design and development to drive innovation and meet client objectives.
- Delivered tailored design and development solutions by collaborating closely with clients, actively listening to their unique needs, and aligning solutions with their goals.
- Ensured a seamless user experience and achieved successful implementation of designs through effective collaboration with the development team, resulting in high user satisfaction and positive feedback.

Digital Designer/Consultant at Higherlife Foundation (Zimbabwe)

August 2020 – August 2023

Responsibilities

- Provided exceptional design consulting services to various faith brands within the organization, creating captivating logos, web designs, and marketing materials, resulting in improved brand perception and engagement.
- Crafted visually engaging digital marketing campaigns by collaborating with the marketing team, driving brand awareness and expanding the organization's reach.
- Enhanced user experience through strategic and user-friendly website designs and the incorporation of interactive elements, leading to increased user engagement and longer site visits.

Lead Graphics Designer at Helen's Project (USA) October 2018 – July 2022 (Remote)

Responsibilities

- Led the design team at Helen's Project, delivering creative and effective branding and marketing solutions that elevated the brand's visibility and market position.
- Developed visually appealing websites, brochures, and marketing materials, ensuring they were aligned with the brand's visual identity to reinforce brand recognition and consistency.
- Mentored and guided a team of junior designers, fostering their professional growth, and elevating the overall quality of design work produced by the team.

Digital Marketer
at Homeless Dallas Texas (Remote -USA)
July 2019 – August 2021

Responsibilities

- Executed highly successful digital marketing strategies for Homeless Dallas Texas, captivating and engaging target audiences effectively through a combination of compelling graphics and videos.
- Designed visually captivating graphics and videos for digital marketing campaigns, maintaining brand consistency across all marketing channels, leading to increased brand recognition.
- Collaborated with the marketing team to execute impactful social media campaigns, including Facebook, Twitter, and Instagram, resulting in increased community engagement and support for the organization.

Key Skills

- Proficient in user research, Wireframing, presentation, and prototyping, ensuring a user-centric approach.
- Adept at Brand Identity Design, Web Design, and Development, showcasing a comprehensive skill set.
- Skilled in Graphic Design and Motion Design, bringing a creative touch to every project.
- Equipped with expertise in Digital Marketing, enabling effective audience engagement.
- Highly proficient in Web Development tools including HTML, CSS, JavaScript, and frameworks such as React, JQuery, and Bootstrap

Tools

Adobe Products (Photoshop, Illustrator, InDesign, Premiere Pro, and After Effects) Figma & Sketch // React // jQuery // Bootstrap // VSCode // Webflow // WordPress

Education and Qualifications

Bcom Honors Degree in Business Management

Great Zimbabwe University

Diploma in Digital Photography

CPD Certification
2023

Diploma in Information Systems

ABMA UK
2015

Advanced Level Certificate; November 2013 with 10 points
& Ordinary Level Certificate: November 2011 Academy
with 7 Passes

Certifications

Google UX Design Certification
UI/UX Design Certification: California Institute of the Arts
Social Media Marketing: Meta
Web Design: Certificate awarded by Muzinda Hub and Treehouse
Front End Development: Certificate awarded by Muzinda Hub and Treehouse

Portfolio

With my proven track record of delivering exceptional design and development solutions, I am prepared to take on new challenges and continue driving success for future projects.

Logos and Brand Design: Behance – <https://www.behance.net/claудиusmainja>
Product Design: www.claudio-mainja.com