

EASTER MBITHE MUTAVI

Graphic Designer | Digital Illustrator | UX/UI Designer

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PROFESSIONAL SUMMARY

Creative and results-driven Graphic Designer and Digital Illustrator with 10+ years of experience delivering compelling visual solutions across media, NGO, and commercial sectors. Holds a Bachelor of Fine Arts in Graphic Design from Kenyatta University and certifications in UX Design and Digital Marketing. Proven ability to translate complex ideas into engaging visual narratives — from brand identities and editorial design to UI wireframes and social media campaigns. Passionate about the intersection of aesthetics and function, with a track record of increasing audience engagement and driving measurable business outcomes.

CORE COMPETENCIES

Graphic Design | Brand & Logo Design | Digital Illustration | Character Design UX / UI Design | Wireframing | WordPress & Web Design | Web & App Design Motion Graphics | Book / Magazine Layout | Print & Editorial | Social Media Design Adobe Creative Suite | Visual Storytelling | Brand Identity | Illustration & Layout

PROFESSIONAL EXPERIENCE

Graphic Designer & Digital Illustrator | Debunk Media

Jan 2022 – Present

- Design visually compelling graphics, illustrations, and digital assets to support factual content across social, web, and print platforms.
- Collaborate with editorial team to translate complex topics into accessible, engaging visual narratives.
- Maintain consistent brand identity across all output — infographics, social posts, and editorial layouts.

Freelance Graphic Designer | Tricia's Naturals

Mar 2019 – Oct 2022

- Designed 100+ marketing collateral pieces (social media posts, banners, brochures, labels, proposals) aligned to brand objectives.
- Created print labels for 15+ product SKUs, elevating shelf appeal and brand cohesion.
- Re-edited product photography to improve visual quality and increase customer interaction.

Graphic Designer | UNAIDS

Mar 2022 – Sep 2022

- Conceptualised and produced 50+ posters, illustrations, and icons in support of global health campaigns.
- Illustrated a video spotlighting Pertulla Ezigha (Leap Girl Africa) and the Education Plus Initiative in Cameroon.
- Designed a key-event fact sheet merging data visualisation with compelling layout design.

Freelance Graphic Designer | Akina Mama wa Afrika

Jul 2022 – Aug 2022

- Illustrated and designed the layout and cover of a major policy brief publication for a pan-African feminist civil society organisation.
- Produced 10+ posters and social media graphics for the book launch — all delivered ahead of deadline.

Marketing Graphic Designer | Muva Cosmetics

Jul 2020 – Aug 2022

- Designed branding, labels, and marketing materials for 10+ cosmetic SKUs, boosting customer interest by 5%.
- Managed 3 social media accounts, growing combined follower base by 10%.
- Created a branded newsletter that drove a 10% uplift in customer interest and sales.
- Used Google Analytics to track performance and achieve a 10% improvement across web and social metrics.

Graphic Designer | Webworks

Mar 2021 – Aug 2021

- Produced 50+ social media posts, increasing client engagement by 10%.
- Created mobile app wireframes, website layouts, and 5+ custom icon sets for client projects.
- Delivered 10+ tailored client presentations and proposals aligned to specific business goals.

Customer Service Representative | CCI Kenya

Jun 2020 – Jan 2021

- Achieved a 75%+ conversion rate, turning first-point contacts into long-term customers.
- Handled an average of 50 inbound calls daily, consistently meeting and exceeding monthly KPIs.
- Resolved customer issues with tailored solutions and proactive follow-up calls.

Graphic Design Intern | The Seed Magazine

May 2019 – Oct 2019

- Collaborated with the lead designer to produce magazine covers and bi-monthly editorial layouts.
- Delivered 10+ branded assets (letterheads, business cards, logos) for client accounts.
- Researched and pitched innovative design ideas to support continuous improvement.

SELECTED WORKS

Branding: Sweeven Cafe — Brand Identity

Full brand identity design for a cafe concept, including logo design, visual language, and branded collateral. A clean, modern identity balancing warmth with contemporary aesthetics.

View on Behance: <https://www.behance.net/gallery/229360895/Cafe-Branding>

Illustration & Editorial: The Feminist Magazine — Layout & Editorial Illustrations

End-to-end editorial design and original digital illustration for a feminist publication. Merged impactful art direction with thoughtful layout to amplify the magazine's voice.

View on Behance: <https://www.behance.net/gallery/232059613/The-Feminist-Magazine-Design-and-Illustration>

NGO / Data Design: CTS Nexus Country Fact Sheets — Designing for Impact

Designed a series of data-driven fact sheets for UNAIDS, transforming dense statistics into clear, visually engaging country profiles used in international advocacy campaigns.

View on Behance:

<https://www.behance.net/gallery/238943547/Designing-for-Impact-The-CTS-Nexus-Country-Fact-Sheets>

Packaging & Branding: MMTD Spice Collection — Package Design & Brand Identity

Conceptualised and designed packaging and brand identity for a premium spice product line, covering label design, typography, and cohesive visual storytelling across 10+ SKUs.

View on Behance: <https://www.behance.net/gallery/184574135/MMTD-Spice-Collection-Branding>

Book Illustration: Arthur Learns to Go Potty — Children's Book Illustration & Layout

Illustrated and designed the full layout of a children's picture book, creating warm, expressive character illustrations and a cohesive visual narrative for a young audience.

View on Behance: <https://www.behance.net/gallery/221432333/Childrens-Book-Illustration-Arthur-Goes-to-Potty>

Brand Identity: So This Is Love Podcast — Logo & Brand Kit

Designed a full brand identity and kit for a podcast, including logo design, colour palette, typography, and social media templates — establishing a consistent on-air and online presence.

View on Behance: <https://www.behance.net/gallery/217919345/Podcast-Logo-Design-and-BrandKit>

EDUCATION & CERTIFICATIONS

Bachelor of Fine Arts — Graphic Design | Kenyatta University, Nairobi

2017 – 2019

Certificate — User Experience Design | Udemy

Sep – Nov 2022

Certificate — Digital Marketing | Google Digital Skills for Africa

2020

Certificate — Foundations of UX Design | Google / Coursera

2022

PORTFOLIO

Website: mbithemutavi.com Behance: behance.net/mbithemutavi