Ian Oseko



PROFESSIONAL PROFILE

Creative and detail-oriented Graphic Designer and Web Designer with practical experience developing visual identities, marketing materials, digital content, social media creatives,promotional graphics, and user-focused web interfaces.
Strongest in graphic design, branding, visual communication, and digital content creation, with hands-on experience using Adobe Photoshop and Illustrator to transform ideas into professional and engaging visual assets. Also experienced in web design and front-end developm ent, with knowledge of HTML, CSS, JavaScript, PHP, UI/UX principles, and responsive website design.
Self-taught through practical projects, professional training, and continuous learning, with a strong ability to understand client requirements, develop creative concepts, refine designs based on feedback, and deliver work that maintains consistency across digital and print platforms.

Education

Professional & Online Training

Graphic Design | Web Dsign

Contacts

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address	Embakasi

Design Tools

- Adobe Photoshop
- Adobe Illustrator
- Canva
- CapCut
- Visual Code Studio

Work Experience

Present

FREELANCE GRAPHIC DESIGNER & WEB DESIGNER

Independent / Self-Directed Projects

Designed branding materials, social media graphics, promotional artwork, posters, invitations, and other marketing materials for different creative projects.
Developed visual concepts from initial ideas through design and final artwork.
Created digital designs tailored for social media, websites, advertising, and business communication.
Designed and developed responsive websites and landing pages with attention to visual hierarchy, usability, and brand consistency.
Combined graphic design and web development skills to create cohesive digital experiences.
Designed user interfaces and dashboard concepts with a focus on clarity, accessibility, and ease of use.
Worked independently to manage design projects, revisions, deadlines, and final delivery.
Continuously researched and learned new design techniques, tools, and digital workflows.

June 2026

GRAPHIC DESIGNER

L'agence Creative Agancy

Created compelling visual content for branding, advertising, marketing, and digital communication.
Translated client briefs and creative ideas into professional and visually engaging designs.
Designed posters, social media graphics, promotional materials, business collateral, and other marketing assets.
Developed and maintained consistent visual styles through effective use of typography, colour, imagery, and composition.
Performed photo editing, retouching, background removal, image manipulation, and visual enhancement.
Adapted creative designs into formats suitable for social media, print, websites, and other digital platforms.
Contributed to branding projects by developing visual concepts and supporting brand identity materials.

Work Experience

October 2025 - June 2026

GRAPHIC DESIGNER & WEB DESIGNER

Mascotte Agency Limited

Created visual designs for branding, marketing, promotional, and digital communication purposes.
Developed graphic concepts based on client requirements, brand direction, and campaign objectives.
Designed marketing materials including promotional graphics, social media creatives, posters, and branded communication materials.
Worked with typography, imagery, colour, composition, and layout to create visually consistent designs.
Prepared artwork according to required dimensions, resolutions, colour modes, and production specifications.
Operated printing and production equipment to produce branded materials according to approved designs and specifications.
Built website layouts and interfaces with attention to usability, visual hierarchy, responsiveness, and overall user experience.
Integrated branding elements, images, graphics, and content into websites to create cohesive digital experiences.
Prepared website graphics and digital assets in appropriate formats and dimensions for online use.

January 2023 - September 2024

GRAPHIC DESIGNER UI DESIGN & WEB DEVELOPMENT

Ultimate pro erp system & Tenants Choice system

Contributed to the design and development of a comprehensive business management platform incorporating ERP, POS, accounting, inventory, invoicing, customer management, and business operations.
Designed and refined user interfaces for business management workflows.
Applied UI/UX principles to improve information hierarchy, navigation, and usability.
Worked with web technologies including HTML, CSS, JavaScript and PHP.
Created visual content and interface elements while maintaining consistency across the platform.
BRANDING & MARKETING DESIGN PROJECTS
Developed branding concepts and marketing materials for businesses and creative projects.
Produced social media graphics and promotional designs designed to communicate services clearly and attractively.
Created logos, visual assets, promotional materials, and supporting brand elements.
Applied consistent typography, composition, imagery, and visual hierarchy across design materials.
DIGITAL & SOCIAL MEDIA DESIGN
Created promotional graphics for social media platforms.
Adapted designs for different digital formats and audiences.
Developed visually engaging content while maintaining brand consistency.
Combined photography, typography, image manipulation, and graphic elements to create polished digital creatives.

PERSONAL STRENGTHS

Creative thinking
Fast learner
Time management
Problem solving

REFERENCES

Available upon request.