





# KENNETH KANYI

## CREATIVE DESIGN STRATEGIST



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I'm excited at the opportunity to contribute my **technical, strategic, and creative** skills to your company. I have over **ten years of experience** in creative design and innovative brand strategies specializing in **websites** and **graphic design**. I'm open to taking on **full-time remote** or **hybrid** positions.

## CORE SKILLS

- Brand design strategist
- Creative teams leadership
- WordPress website builder and backend cPanel & DNS manager
- Expert-level skills in Adobe Creative Cloud Tools
- UX/UI design thought leadership
- Collaboration & PM Tools: Slack, Asana, Monday, Basecamp

## EXPERIENCE

### WEB DEVELOPER & CREATIVE DIRECTOR

#### IMPROZ Marketing | Stander & Company

January 2014 - February 2024

- Developing design direction for branding projects
- Coordinating with content writers and SEO managers
- Leading in-house graphic artists on design projects
- Designing WordPress websites with Elementor
- Writing HTML, CSS, and JavaScript code
- On-page optimization of websites for search engines
- cPanel, DNS, WordPress & Plugin management
- Creating social media graphics for posts and ads

### OWNER & CREATIVE DESIGNER

#### Summitline Images

2014 - January

- Producing B2C websites for SMEs
- Writing HTML, CSS, and JavaScript code
- On-page optimization of websites for search engines
- Cultivating business relationships with networking and business referrals
- Hosting client meetings
- Designing artwork for print, website, and social media use
- Managing contractors in SEO and content production

## EDUCATION

### COLLEGE

Lone Star College, Texas

2014-2017

Visual Communications  
AAS | Web Development

Shang Tao Media Arts

2008-2010

Graphic Design, Multimedia  
& 3D Modeling  
Diploma

### HIGH SCHOOL

Nyeri Baptist High School

2003-2007

# KENNETH KANYI

DIGITAL MEDIA SKILLS



## GRAPHIC DESIGN

Photoshop, Lightroom, Illustrator, InDesign & Canva

## WEBSITE DEVELOPMENT

- WordPress, Shopify, Squarespace, Wix, Webflow, Kajabi
- UX/UI
- Wireframing & Prototyping - Figma
- HTML, CSS & JS coding
- On-page SEO Optimization
- Zapier Automations
- Woo Commerce Setup
- QR codes generation
- Gravity Forms
- Merchants: Authorize.Net & Stripe
- Google Analytics & Tag Management

## CAMERA & VIDEO

- 3-point & DMX lighting
- DSLRs & Mirrorless Cameras
- Video recording & rigs: Black Magic cameras - BMPCCs
- DJI Drones
- Livestreaming with Black Magic ATEM switchers

## AUDIO CAPTURE

- Analog boards
- Wired & wireless mics including Rode Wireless Gos
- Digital board control

## PROJECT MANAGEMENT & TEAM

### COLLABORATION

- Asana
- Basecamp
- Slack
- Microsoft Teams

## VIDEO EDITING

- Adobe Premier Pro
- Adobe After Effects
- Media Encoder

## SOCIAL MEDIA

- Facebook Business Manager, Ad Accounts
- Facebook Pixels
- Loomly Post Scheduling

# KENNETH KANYI

DIGITAL MEDIA SKILLS

*(Continued)*



## **3D MODELING & ARCHITECTURAL RENDERING**

- Autodesk 3Ds Max
- Autodesk AutoCAD
- Autodesk Maya
- Graphisoft ArchiCAD

## **MUSIC CREATION**

- Logic Pro
- Ableton Live
- FL Studio
- Garage Band

## **ARTISTIC**

- Freehand sketching
- Acrylic paints