




Shawn Steven

Designer & Creative Thinker

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 Nairobi, Kenya

Personal Summary

Experienced Designer and Creative Thinker with 5+ years of agency experience crafting impactful visuals for brands. An expert in art direction across diverse industries, including edu-tech, finance, FMCG, media, pharma, and sporting goods.

Work Experience

Freelance Designer

Sep 2024 – Present

I collaborate with talented individuals and agencies to craft and bring compelling visual narratives to life.

Visual Lead (Consultant) – Suss Digital Africa

Jan – Sep 2024

I oversaw the visual direction for projects while working alongside a team of animators, developers, and junior creatives. During my tenure, I helped the business boost gross profit by an impressive 22.14% in Q1, Q2, and Q3 as compared to the previous year.

Senior Designer – Pulse Kenya (Ringier AG)

Dec 2021 – Oct 2023

I led the visual direction for projects, presented visual ideas/concepts to clients and ensured that projects remained within scope and were delivered on time.

Junior Designer – Brand 2D

Dec 2019 – Dec 2021

Collaborated with account managers, animators, and copywriters to create compelling ad campaigns that resonated with the target audience, ensuring optimal performance across diverse channels, including print and digital.

Client Experience

Edutech: ALX Finance: NCBA, Standard Chartered, SBM Bank, Yellow Card FMCG: The Body Shop, Nivea, KFC
Entertainment: Pulse, Kikuyu Love Sessions Pharma: Bayer EA Sporting Goods: Nike

Education & Training

Design Masterclass – Savee

Dec 2024

Grids and Layout – The Futur

Jul 2022

Diploma in Visual Communication – Nairobi Design School

2018 – 2019

Tools

