

Okang'a Ooko

Artist
Graphic designer
Novelist
Web Developer
Video Editor

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Portfolio

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bio-profile&portfolio/

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CV

Work experience

Freelancer gigs *(selected clients)* 2010 - present

- **Japan International Cooperation Agency (JICA)** / Communication Consultant - Design, Creative services, Editorial services, Publishing, Documentary production, Web development, Print design coordinator,
- **Galana Oil Co. Ltd** / Senior Brand and UI Consultant
Working for various clients on design, print and branding as well as digital transformation on their branding projects.
- **Maisha Bora** / Senior Brand Consultant
User research, working with key stake holders in healthcare product integration.
- **Oracle Design** / Creative Lead
Working on digital creative for Kenya Airways.
- **Coca Cola Kenya** / Creative Lead
Working on digital creative for Coca-Cola and Sprite.
- **Imagination** / Creative Lead
Creative services. Editing, proofreading, layout and cover and subsequent designs for the print projects, including books and magazines.
- **Ink Paste** / Freelance Designer
- **Bega Kwa Bega** / Freelance Designer
Pitch work for UN and Kenya Sports Federation/FIFA specialising in advertising material. Branding pitch work for Ministry of Special Programmes, Kenya Government.
- **Kiwaka** / Creative Lead
Social media creative advertising assets for B2B and B2C.
- **The Writers Guild Kenya** / Creative Lead
Coaching writing classes, Books development and creative design, layout and covers designing, print sourcing and marketing and brand assets.
- **Overdrive Graphics** / Creative Lead
Working closely with the teams to create various digital and print magazines as well as data driven client decks for sports and agricultural industry.

Employment history 1993 - present

- **Oba Kunta Octopus / Creative Director** / 12/2010 - Today
Oba Kunta Octopus is Kenya's creative, branding and marketing communications agency. I build and maintain marketing information intended to raise the company's profile as a creative and marketing agency. I oversee and designing all elements for the brand and whilst working with a developing team to build Websites for customers. I worked closely with the marketing departments of various corporate agencies, government agencies, various CDFs, NGOs and multi-nationals to carve, craft and produce all of the brand elements and UI function, whilst managing a team of developers and other designers/copywriters/project managers to www.obakunta.co.ke
- **Mashariki Brand Communication** / 01/2006 - 09/2010
My role in Mashariki exposed me to corporate branding reality within a full service B2B Creative agency in a robust and scalable business environment. Besides my creative functions as Senior Graphic Designer, I supported the new business cycle through managing lead channels, setting scopes, and assisting in the execution of sales tactics.
- **Technoserve** / 12/1999 - 12/2000
Working as design lead within various programmes, day to day was balanced by the hundreds of aesthetic elements and technical events required to make designs great, function well and resonate with users. Gained experience in turning company profiles into infographic journeys, whilst exploring the needs for a new identity or digital piece of marketing.
- **FIT Resources Ltd / Consultant Designer** / 12/1998 - 12/1999
Leading the company as Creative Consultant, I explored the realms of design through a multitude of innovative & exciting projects. Gained valuable experience in project management, design for donor agencies. Print design, website design & branding were key elements, as well as daily management of client expectations.
- **Undugu Design Unit / Graphic Designer** / 08/1993 - 11/1998
A Nairobi-based NGO agency specialising in product development for the SMEs. Clients included Terra Nova, MESP, Goethe Institut, The Catholic Church, The American Embassy and more.