

Design Portfolio ●

Graphic Designer & Digital Artist 2024

Vivian Olang

Visual
Identity

Logo
Design

Poster
Design

Software

Adobe Illustrator
Adobe Photoshop
Adobe Indesign
Adobe Premiere Pro
Adobe XD
Figma
Procreate
DaVinci Resolve

Skills

Digital Illustrations
Logo Design
Visual Identity Design/Branding
Poster Design
Magazine Layout
Video Editing/Photo Editing
Advertisement Design
Typography
Digial Art

Exper_ience

2014 - 2024 | Freelance Graphic Designer

Social Media Design & Branding

1

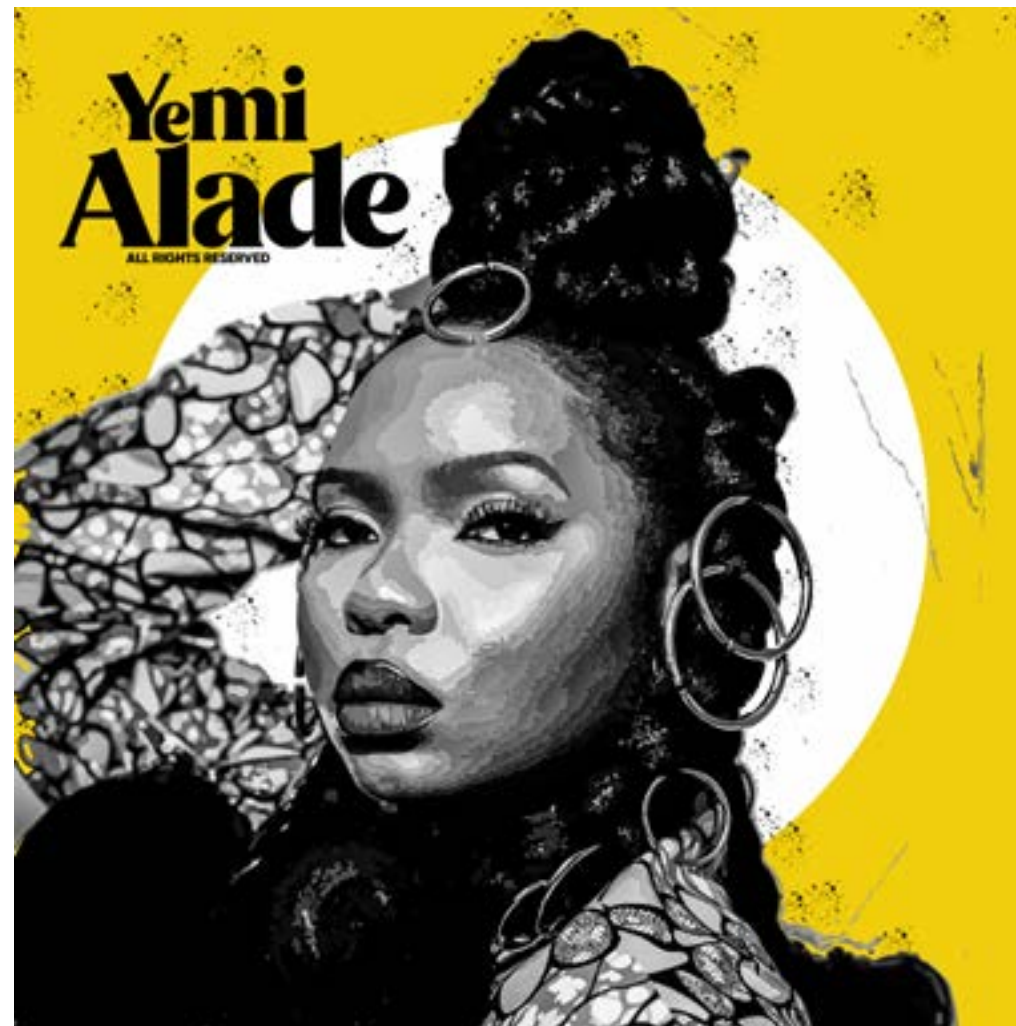


B.

Brand Identity

Is the visible elements of a brand, such as color, design, and logo, that identify and distinguish the brand in consumers' minds.

Brand.Design



B.

A Brand summed up

the intangible sum of a products attributes! Its name, packaging, price its history, its reputation and the way its advertised.

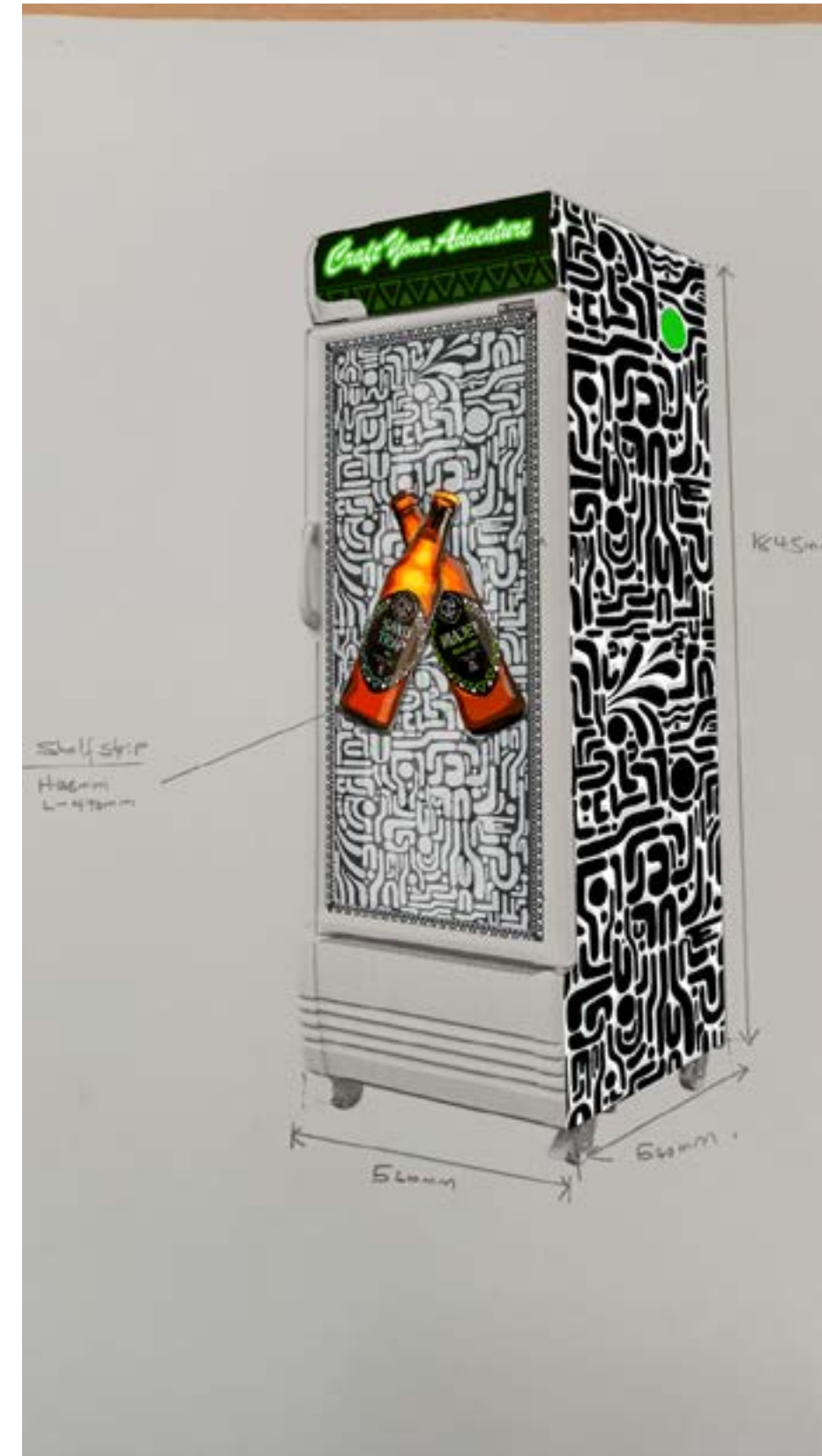
Brand.Design



Branded Fridge Design

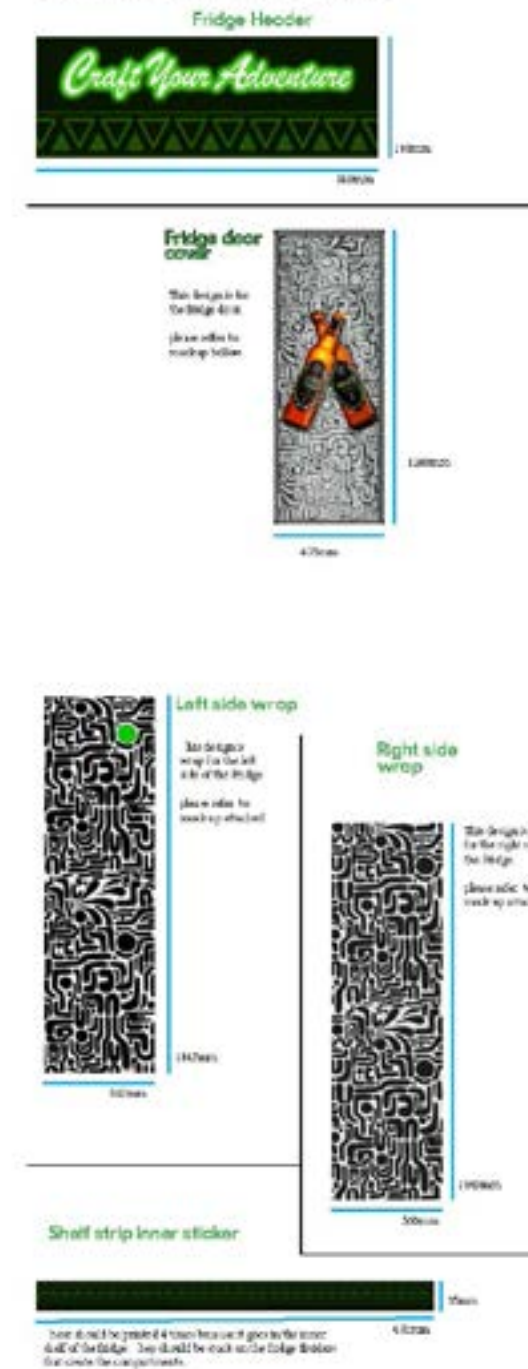
254 Fridge Rebrand

254 Fridges were overdue for a rebrand as the previous designs weren't done well and they were out dated. The Idea based on the brief was to create an abstract pattern that will go around the fridge with the exception of the fridge header that was to be done in the company's signature green color.



254 Fridge design brief

Hi Guys, here is a brief to help with the layout of the approved Design. I have attached images and measurements plus a mock up.



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The Beer District

Signature Poster Design

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The Beer District did not have a signature poster design, and were struggling with their social media branding and identity. To solve that problem I created these posters that could serve as a signature poster style.

The inspiration behind these posters are album covers from the 70's. Why album covers? Because The Beer District was looking to brand itself as a performance venue.

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Visual Identity & Branding



Flora is a self project i took on because of my love for branding and packaging design. From the logo to the fonts to the color's, In this project everything was chosen and created to communicate elegance. Flora captures high end skincare branding that stands out in a competitive market.



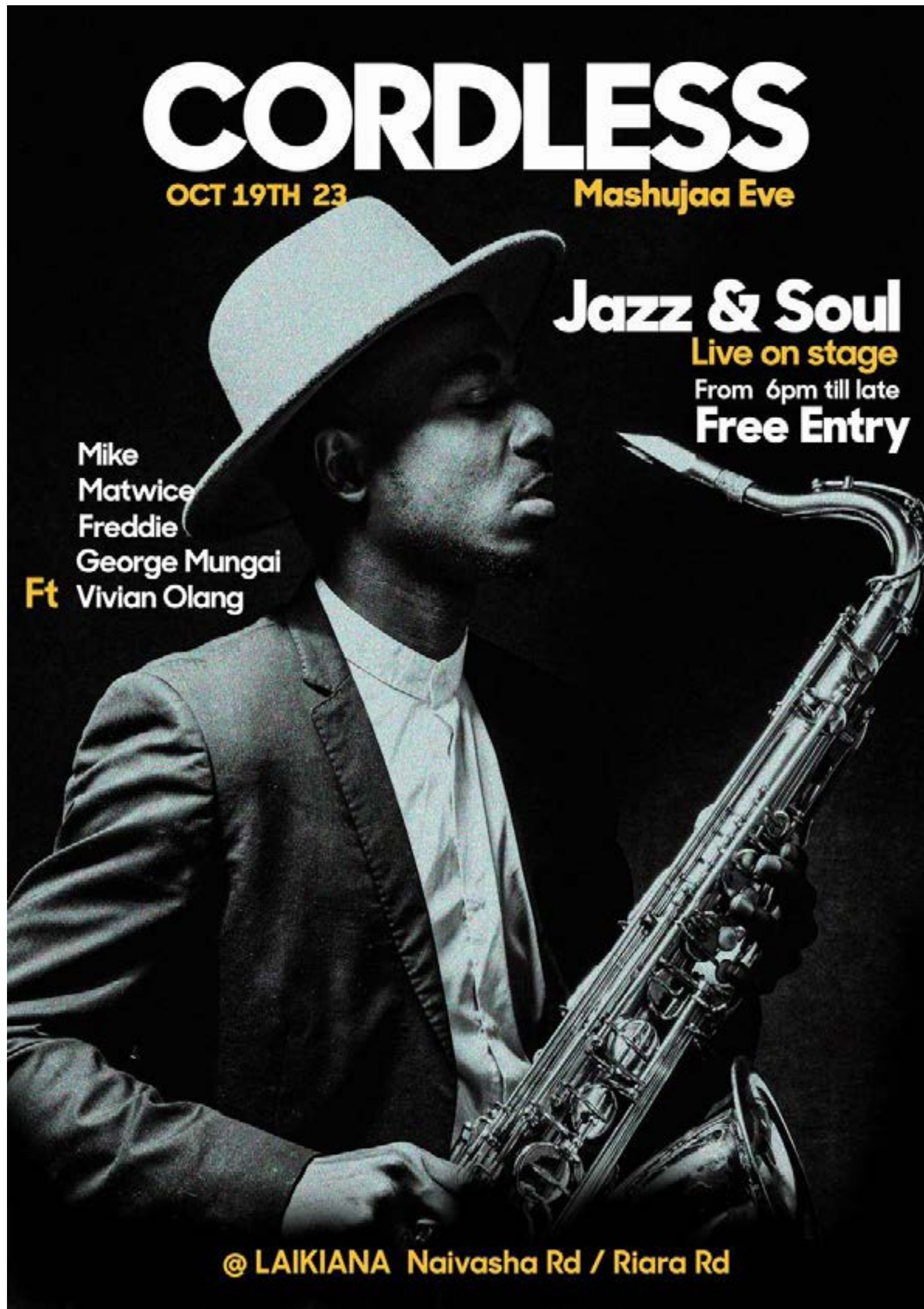
Advertisement Design

Google Ads

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In 2023 i had the opportunity to work as a consultant for an advertising agency and **Tripple A Architects** is one of the companies we were working with.

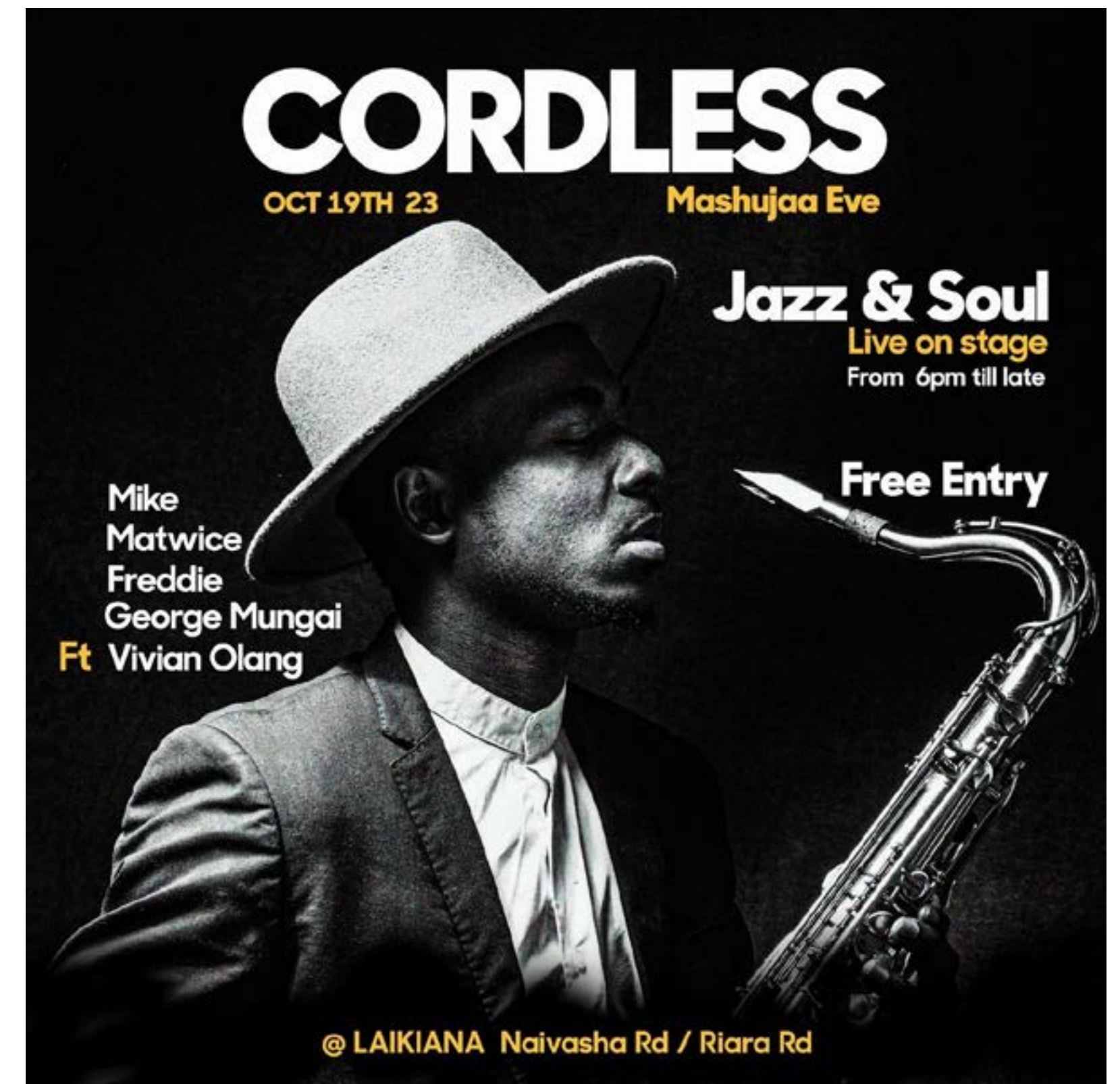
In this project i redesigned the ad from a previous design that had stalled the entire project due to it not being approved. I minimized the use of color to a pallet of three shade's of green and made the text legible.



Jazz Poster Design

This is a redesigned poster that i made for some friends of mine who i was to perform with. The previous poster wasnt done professionally so i took it upon myself to create one that could be used.

6



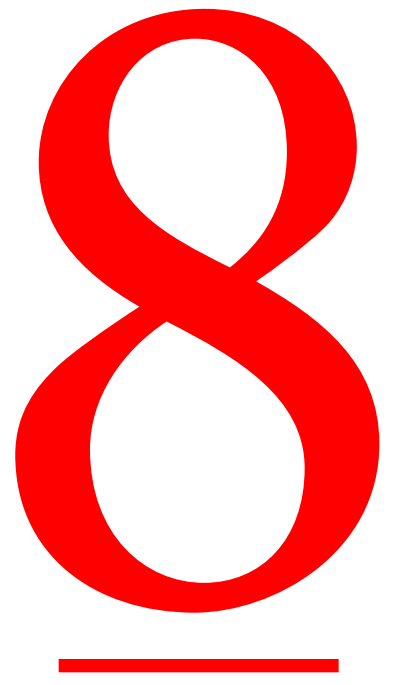


These are but some of the Typography posters that i made for **The Beer District**.
I am incharge of creating poster Tamplates and handing them over to junior Designers for guidance.
In this case there was a request for Typography poster Design's because some artist images were not of editable quality, so to solve the problem i decided to create posters made only of Type.

Typography Poster Design

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Restaurant Cards



I got the Marvelous opportunity to work with **The Social House Nairobi** on some Memorable projects. But these mini cards are by far my favorite creation. The idea was to come up with creative designs for all the restaurants in the social house, and these are the approved and printed designs.

9 Digital Art Zanzibar Sunsets

Zanzibar Sunsets is a series of digital art pieces that i created capturing the culture and beauty of the people of Zanzibar.

My inspiration draws from my love for this destination as i frequently visit it.

I find that it is a visually stunning location because of its beautifully preseverd architecture and its diverse beaches.





Heart Break Hotel was an event that aimed to empower women. I had a lot of fun designing these posters because they gave me complete creative control.



Event Poster Design 10



11 Print Design

T-Shirt

Mixed Signals is a concept that i created as potential Merchandise. I was inspired by the complications that plague human communication.





Logo Design



These are but a few logo's i designed between 2022-2023. Some of them were aproved , and others are concepts which are attached together with their full projects in this portfolio.

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Branding

Logo Design

Lapis Lazuli is a brand design concept that shows the beauty of design and how it fits all around us in the world. Here you see how the logo and colors can be used as signage, packaging, image branding. Lapis Lazuli is one of the logo's in my logo folio.

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Illustration

A space illustration made on illustrator.
This piece is created by lines joined together and cut into circles, and lines stretched out to create motion.
This just shows how Adobe illustrator is versatile in terms of Design and Digital illustrations and Art.



CONTACTS

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ABOUT ME

GRAPHIC DESIGNER / DIGITAL ARTIST

I'm **Vivian Olang**, and I'm a Creative based in Nairobi Kenya. I wear many hats, working as a Graphic Designer, Digital artist, and Recording artist.

With a passion for Graphic's and Design, I have honed my craft over the past five years, gaining valuable experience in the field.

I specialize in visual identity design and branding because i believe that a strong visual presence is crucial for any individual or business to stand out in today's competitive landscape. Through my expertise, I aim to help clients create captivating and cohesive visual identities that leave a lasting impact.

At 35 years old, I bring a unique perspective and a wealth of experiences to my creative endeavours. I am constantly inspired by the world around me, seeking new ways to push boundaries and challenge the norm.
