

Samuel Kidemi Kisaga

Web Designer | Front-End Developer | UI/UX Designer

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CORE COMPETENCIES

- Responsive Web Design
- UI/UX Design
- Landing Page Design
- Website Redesign
- SEO Optimization
- Website Performance
- AI Website Integration
- E-Commerce Development
- Brand Identity
- Graphic Design
- CMS Development
- WordPress
- Firebase
- Modern JavaScript
- Accessibility
- Cross-browser Compatibility
- Website Maintenance
- Client Consultation
- Digital Strategy

TOP SKILLS



TECHNICAL SKILLS

Frontend

- HTML5
- CSS3
- TypeScript
- React
- Next.js
- Tailwind CSS
- Bootstrap

Backend & CMS

- Firebase
- Node.js
- REST APIs
- PHP
- WordPress
- WooCommerce
- Webflow

PROFESSIONAL SUMMARY

Senior Web Designer and Front-End Developer with 5+ years of experience crafting modern, user-centered websites for businesses across diverse industries. Combines strong UI/UX design sensibility with hands-on front-end development to deliver responsive, high-performing digital products that drive measurable business results. Skilled in SEO optimization, website performance tuning, and integrating AI-powered features — including intelligent chat assistants and workflow automation — into client websites. Equally accomplished in brand identity and graphic design, translating business goals into cohesive visual experiences from concept through deployment. Holds a Bachelor of Pharmacy from Kenyatta University; rather than pursue clinical practice, chose to channel that analytical, detail-driven training into technology and digital product design, bringing a rare blend of scientific rigor and creative execution to every project. Known for clear client communication, proactive problem-solving, and a consultative approach that turns technical complexity into practical, business-focused web solutions.

CAREER TIMELINE

Senior Web Designer & Front-End Developer 2020 – Present

Elite Designs Kenya

RESPONSIBILITIES

- Design responsive websites for businesses across multiple industries.
- Develop custom business websites using modern web technologies.
- Optimize websites for SEO, speed and mobile usability.
- Design complete digital branding assets including logos, flyers and marketing materials.
- Integrate AI-powered features into websites, including intelligent chat assistants and workflow automation.
- Collaborate directly with clients from concept through deployment.
- Maintain long-term client websites and implement continuous improvements.

ACHIEVEMENTS

- Successfully delivered numerous commercial websites across varied industries.
- Increased client online visibility through SEO-ready, performance-optimized designs.
- Improved business conversion rates through optimized user experiences.

SEO & Performance

- Technical SEO
- On-page SEO
- Google Analytics
- Performance Optimization

Design Tools

- Figma
- Illustrator
- Photoshop
- Canva

Development Tools

- VS Code
- Git
- GitHub
- Firebase Studio
- GitHub Copilot

EDUCATION

Bachelor of Pharmacy (B.Pharm)
Kenyatta University

2018 – 2024

This rigorous scientific program strengthened analytical thinking, research methodology, problem-solving and attention to detail — skills now applied directly to technical and design work.

LANGUAGES

English	Fluent
Swahili	Fluent

REFERENCES

Available upon request.



SCAN TO VIEW PORTFOLIO
xclusivetech.co.ke

Pharmaceutical Practice & Clinical Attachment
Hospital & Community Pharmacy Settings

2018 – 2024

- Gained hands-on experience through hospital attachment, community pharmacy practice and clinical internship — including dispensing, patient counselling and inventory management.
- Developed strong healthcare communication and client-facing service skills through direct patient interaction.
- Built a precision-driven, compliance-focused attention to detail — now applied to technical and design problem-solving.

SELECTED PROJECTS

Xclusive Tech

Company website showcasing AI-powered web solutions, branding and digital services.

Tenders Access Hub

Business platform providing streamlined access to procurement opportunities.

Vape Collective Kenya

Premium e-commerce website featuring product management and optimized user experience.

TERIA NGO

Community organization website focusing on empowerment initiatives, events and donor engagement.

K-BIAN

Corporate website featuring professional branding and business-focused design.

Batteriq

Modern corporate website emphasizing responsive design and performance optimization.

Born2Fro

Lifestyle and e-commerce website with modern branding and responsive shopping experience.

IPTV Nairobi

Streaming services website designed for high performance and modern customer acquisition.

Solara Properties

Luxury real estate concept showcasing modern UI/UX and premium property presentation.

PROFESSIONAL DEVELOPMENT

- Modern Web Design
- Responsive Web Development
- JavaScript
- React
- UI/UX Design
- Graphic Design
- SEO
- WordPress Development
- AI-assisted Development
- Git & GitHub
- Digital Branding

Developed through accredited online learning platforms, hands-on professional practice and continuous self-directed learning.

SOFT SKILLS

- Problem Solving
- Communication
- Leadership
- Time Management
- Creativity
- Attention to Detail
- Client Relationship Management
- Project Planning
- Adaptability
- Critical Thinking