



AIDAN KAYANJA

LEAD GRAPHIC & UI DESIGNER | FRONT-END DEVELOPER

Phone: +256 773 314 161 Email: kayaayden@gmail.com | contact@aidankayanja.com Website: www.aidankayanja.com

PERSONAL STATEMENT

Front-End Developer & UI Designer focused on building fast, responsive, and conversion-driven websites using HTML, CSS, Tailwind CSS, and JavaScript. Backed by 10+ years in graphic design, bringing a strong advantage in visual hierarchy, branding, and user experience. Experienced in designing and developing complete websites from concept to deployment.

WORK EXPERIENCE

FREELANCE FRONT-END DEVELOPER & WEB DESIGNER

Aug 2025 - To Date

- Self-Employed

- Designed and developed responsive websites using HTML, CSS, Tailwind CSS, and JavaScript, focusing on performance and user experience.
- Built and continuously improved personal portfolio website (aidankayanja.com) to showcase design and front-end development capabilities.
- Developed and managed the SmartInsights.co.ug website, handling UI design, layout structure, and front-end implementation.
- Translated design concepts from Figma and Adobe Illustrator into clean, responsive code.
- Applied SEO fundamentals and performance optimization techniques to improve website visibility and load speed.
- Combined strong graphic design background with web development to deliver visually compelling and user-friendly interface

LEAD GRAPHIC DESIGNER - SnackBox Advertising Uganda

Feb 2019 - Aug 2025

- Directed a team of graphic designers to deliver high-quality visual communication strategies, contributing to organizational success.
- Spearheaded branding initiatives for key clients, including RUBIS, DT, and DDG brands, ensuring consistency and excellence across all assets.
- Designed persuasive presentations and pitch decks, enhancing brand visibility during client acquisition efforts.
- Collaborated with cross-functional teams to align design outputs with marketing and business objectives.

SKILLS

Design Tools:

Adobe Photoshop, Illustrator, InDesign, Figma

Web Development:

HTML, CSS, Tailwindcss, Javascript, Git

Other Skills:

Branding & Logo Design, Responsive Design, Prototyping, Wireframing, Visual Communication, Project Management

REFERENCE

BLAISIE N. PAULSEN

Partner, Byenkya, Kihika & Co. Advocates

Phone:

Email: blaisie@byenkyakihika.co.ug

REBECCA NASSIWA

Brand Manager, Vivo Energy Uganda

Phone:

RAYMOND SENTAMU

Creative Director, SnackBox Advertising

Phone:

Email: creative@snackboxug.com



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WORK EXPERIENCE

- **GRAPHIC DESIGNER (HEAD OF DTP) - Metropolitan Republic Uganda** Aug 2011 - Jan 2019
 - Led a team of 4 designers and trained interns, fostering a collaborative and high-performing environment.
 - Delivered creative solutions for prestigious brands such as Shell, Vivo Energy Uganda, Sheraton, and Uganda Breweries.
 - Ensured timely delivery of visually appealing, print-ready materials while maintaining brand consistency.
- **GRAPHIC DESIGNER INTERN - ZK Advertising** Jan 2010 - Aug 2011
 - Supported senior designers in creating visual assets for print and digital media.
 - Contributed to projects by designing logos, brochures, and marketing materials, gaining practical experience in graphic design.

PROJECTS

Responsive Portfolio Website:

Designed and developed a personal portfolio website using Tailwind and Figma, focusing on accessibility and clean UI.

Brand Identity Revamp:

Led the redesign of a corporate brand identity for a major client, resulting in a 25% increase in brand recognition metrics.

ACHIEVEMENTS

Successfully led design projects for over 20 high-profile clients, consistently meeting deadlines and exceeding expectations.



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02nd May 2022

To whom it may concern

Dear Sir/Madam

Re: Recommendation of Aidan Kayanja

Reference is made to the above-mentioned individual, Aidan Kayanja, a former colleague / workmate of mine at MetropolitanRepublic Uganda, an advertising agency in the market before we both branched out to pursue other personal initiatives in our respective fields. Over several years we worked closely with him in developing some effective creative communication and marketing materials for various brands, between 2016 to 2019.

Aidan offers creative idea conceptualization and execution, as well as management of 3rd party production works solutions, that are critical in driving business growth and appeal to various emerging customer needs.

I will therefore be glad if any assistance is offered to Aidan, as he looks towards growing his career further. Should you require any additional information about the Aidan, do not hesitate to reach me directly.

Regards

Moses Kebba

Email : moses.kebba@gmail.com

Mobile : 0772 720 174



AIDAN KAYANJA

LEAD GRAPHIC & UI DESIGNER | FRONT-END DEVELOPER

RUBiS

Energy Uganda

Plot N°4 Wankulukuku Road
Nalukolongo, Industrial Area
P.O. Box 27478
KAMPALA – UGANDA

To whom it may concern

Dear Sir/Madam

Re: Recommendation of Aidan Kayanja


Reference is made to the above-mentioned Individual Aidan Kayanja. Over last year we have worked closely with him in developing of RUBiS Energy Uganda's effective creative and marketing materials.

RUBiS Energy Uganda has had a good working relationship with Aidan Kayanja. Aidan played a important role during the launch of RUBiS Brand in Uganda by offers creative idea conceptualization and execution, as well as management of 3rd party production works during that period.

Should you require any additional information in regards to the above person or their work kindly call me on 0709004965 or email me on rebecca.nassiwa@rubisuganda.com

Regards,

Rebecca Nassiwa

 9/5/2022