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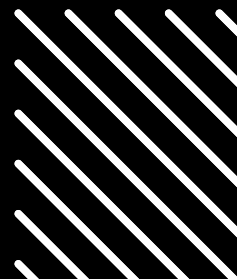
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PORT FOLIO.

VICTOR MAINA
MUREITHI

Visual Director & Animator



About Me

My journey in the design industry has equipped me with a deep understanding of visual aesthetics and storytelling techniques, allowing me to create captivating and immersive experiences.

Dedicated to expressing my heart through art, my passion for design and animation fuels my continuous learning and growth, as I constantly seek new techniques and technologies to stay at the forefront of the industry.

Supporting the creative community is something I rally behind, from launching a clothing brand that speaks to every one who understands the struggle of the come-up, as well as starting a PROJECT 30 campaign, that speaks to discipline, anchoring on the number of days required to form a habit.



Work Experience

Creative Consultant 2024 - Current

- Branding and Design United Nations Development Programme for RCoC
- London School of Business 3D Animation on Sustainable Business Systems
- Creative Director and Visual Production of ECOBANK FINTECH Challenge 2024, Lome, Togo
 - NIVEA experiential design and game development
 - Designing and Visual Directed 2024 IUCN workshop
 - World Food Programme Documentary
 - TetraPak Meru Dairy package design
- Kenya Mortgage Refinance Company Annual Report & Financial Report
- Anza Village Innovators Guide Book Design, Uganda

Freelancer Designer 2020-2021

- International motion graphic project, for WORLD BANK on Global Health Platform: IFC's Agile Response to the Pandemic
 - International 3D Animation project, for REALITY LOGIX
- Risen Africa Lead Animator, and Visual Producer, channel grew from 20k to 7million+ views.
 - International Design project, Deontay Wilder Profile Design
- UI & UX design for CoverAPP, which won InsureTech of Africa Award in 2019

Lead Animator 2019

- Hueman Animation Studios
 - Complete 3D animated story for SAVE THE CHILDREN NGO
- Co-ordinated a team of three animators, in animation production
 - 3D Animated advert for Stanbic Bank

Lead Animator and Creative Director 2023 - 2024

- Brisk Marketing
 - Jambojet Design support and animation, as well as Visual Directing the entire event celebrating 10 years
 - SPICIKA Below The Line visuals, Out Of Home visuals (ROYCO New Range of Spices Launch)
 - STREAM Mkononi Launch (Multichoice GOTV Stream mobile application launch)
 - DIAGEO ONE -EABL Nation wide event launch in every region
 - GREAT MILLET QUEST Campaign, Uniliver
 - Creative Team traffic manager (balance between in coming projects and briefs and delegation of duties across the entire creative team)
 - Support in creating of contact reports and solidifying partnerships for future business

Lead Motion Graphic Designer 2021-2023

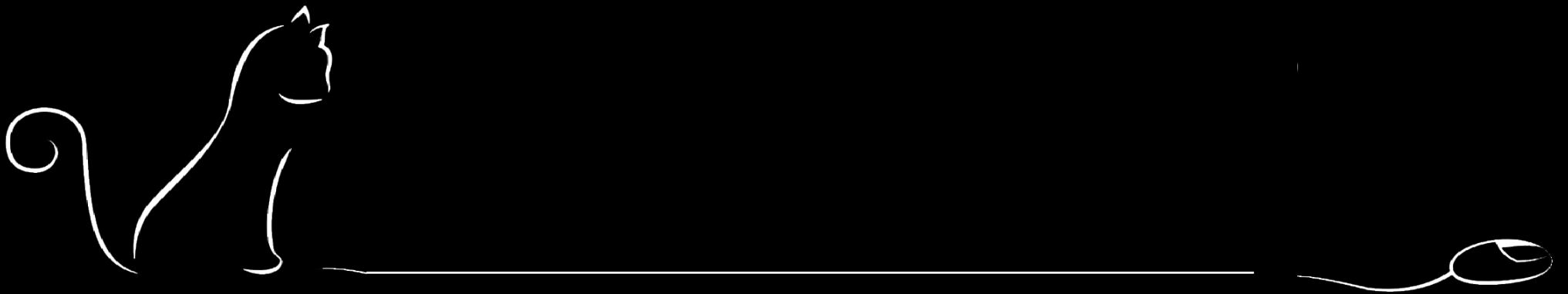
- Boomplay
 - International static and digital billboard designs including Etana Album Launch, WizKid Album Launch, and Shin City by Nyashinski
 - International marketing campaigns including Booming on Boomplay, Boomplay Year End RECAPs
 - Design 80+ playlist per week for the main page in application trending section
 - Support with videography for interviews, and music video
 - Co-ordinate artist visual requests from studio to operations team
 - Video editing of adverts and music videos
 - Support in design partnerships with Boomplay partners for example Mama Rocks
 - Design of events, look and feel as well as decking of reports

Lead Graphic Designer 2018-2019

- Institute of Advance Technology.
 - Motion graphic advertisement on NTV and CITIZEN TV on the enrollment of courses being offered
 - Successful digital marketing campaign increasing enrollment from 300 to 4,700 new students

My Design Journey

-Branding-



Client;

Deontay Wilder

Agency; Glasshouse PR & UK Partners

Brief: Design Deontay Wilder's Profile for an African Tour, being the first Heavy Weight Champion in America in nine years.





Client: African Elite Group
Branding Design for UNDP & KENYA GOVERNMENT

The logo is a visual representation of the Centre’s commitment to advancing digital and AI skilling across Africa’s public sector.

The vibrant map of Africa, segmented into regions with blue, red, yellow, green, and orange tones, represents diversity, unity, and collaboration in the pursuit of digital innovation.

The fragmented pixel-like boxes breaking away from the map symbolize growth and the dynamic nature of technology, while the lines running across the map represent connectivity, highlighting the importance of digital networks in transforming governance.



Map of Africa



Connectivity



Dynamic Tech



Kenyan Colors



Digital and AI skilling in the Public Sector

Logo Type



**Regional Centre
of Competence**

Digital and AI skilling in the Public Sector





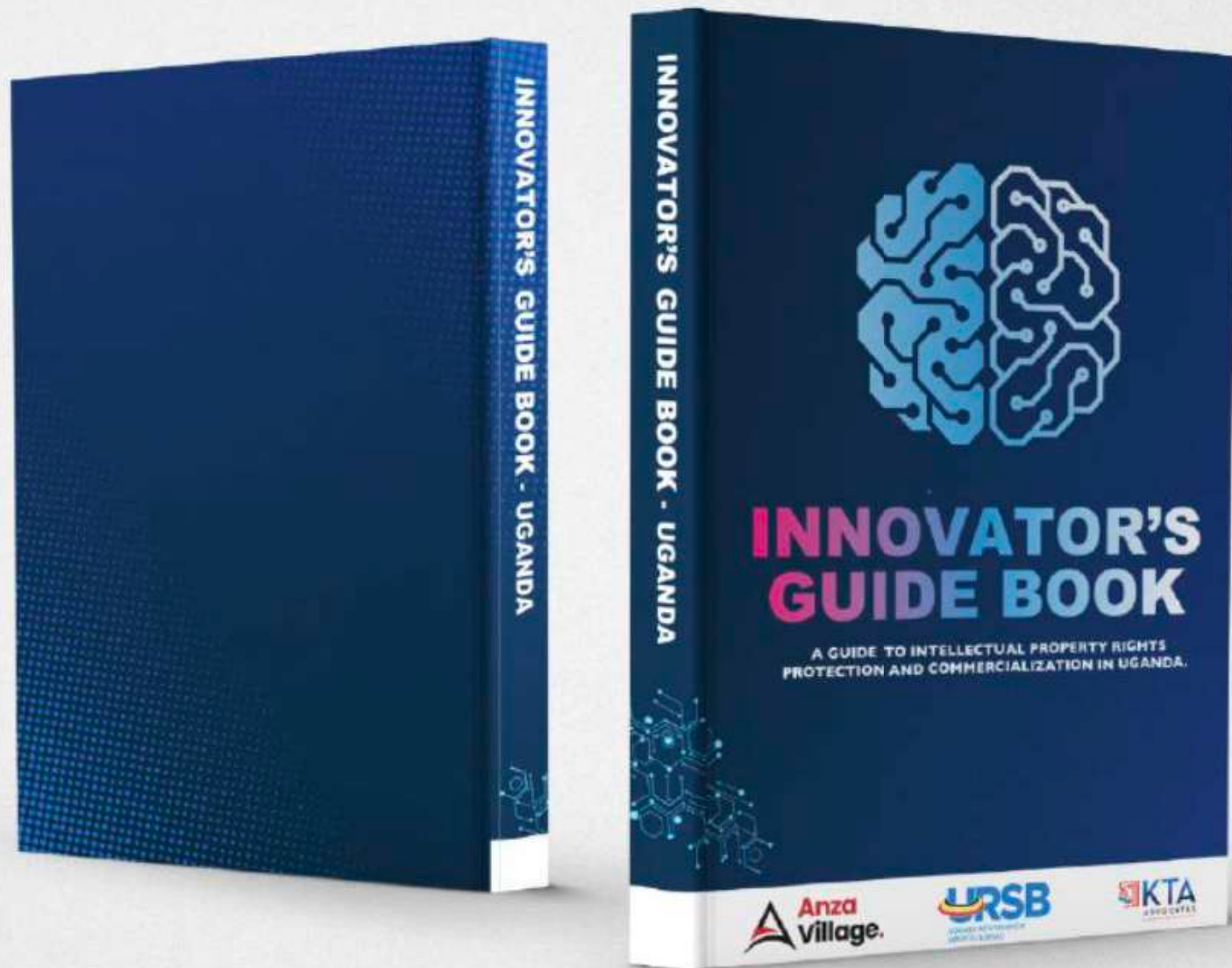
Client: Tetra Pak

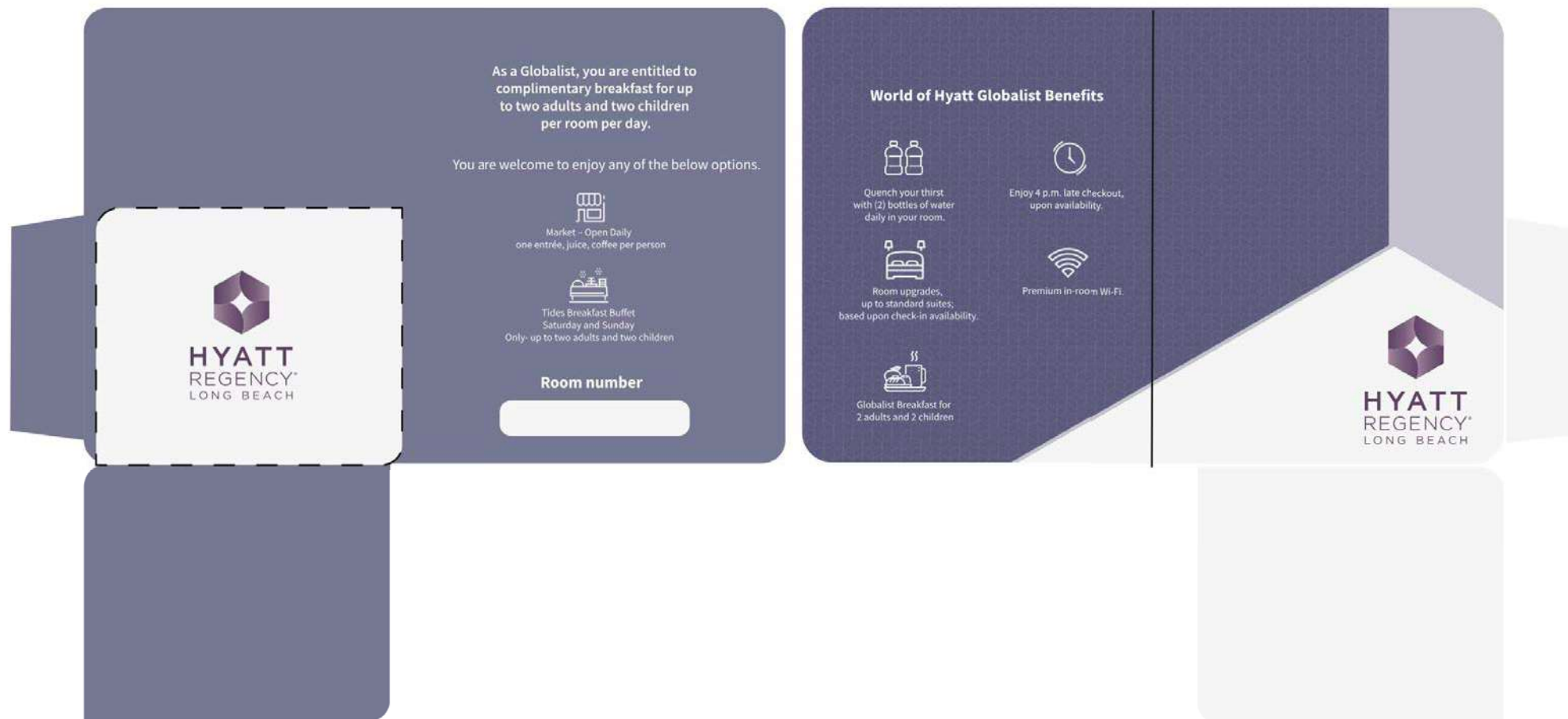
Brief: Concept Package design for Meru Dairy, for consumer mapping projection on the need for design updates across the product line.



Client;
ANZA Village

Brief: Innovator's book design for Intellectual Property Rights protection and commercialization, Uganda.





Printing Design for HYATT Long Beach, California

Providing a variety of corporate stationery items to HYATT REGENCY, following their brand guidelines.

Client; Boomplay

Brief: Rebrand to symbolize 1 Billion users, on the Boomplay Music Application, also number 1 Africa's music streaming platform.

V4.0 LOGOS

2.2 Primary logos

Primary coloured logo



Single-coloured logos



Dark background

Black and white logos



White background



V4.0 MERCHANDISE

9.1 Merchandise examples



V4.0 MERCHANDISE

9.1 Merchandise examples



Client;

PowWater

Brief: Design a mascot, that embodies, power, and at the same time, embodies joyfulness. After which, create the brand book inclusive of truck branding.



Before



After



The rebrand, led PowWater to be recognized at NEW YORK TIMES SQUARE.

PowWater Co-Founder Ellie Hartpence was named the winner of the Lead2030 Challenge at @oneyoungworld in Belfast!

The Lead 2030 Challenge is the world's biggest prize fund for young leaders making an impact towards achieving the Sustainable Development Goals.

-Above The Line Campaigns-



Client;

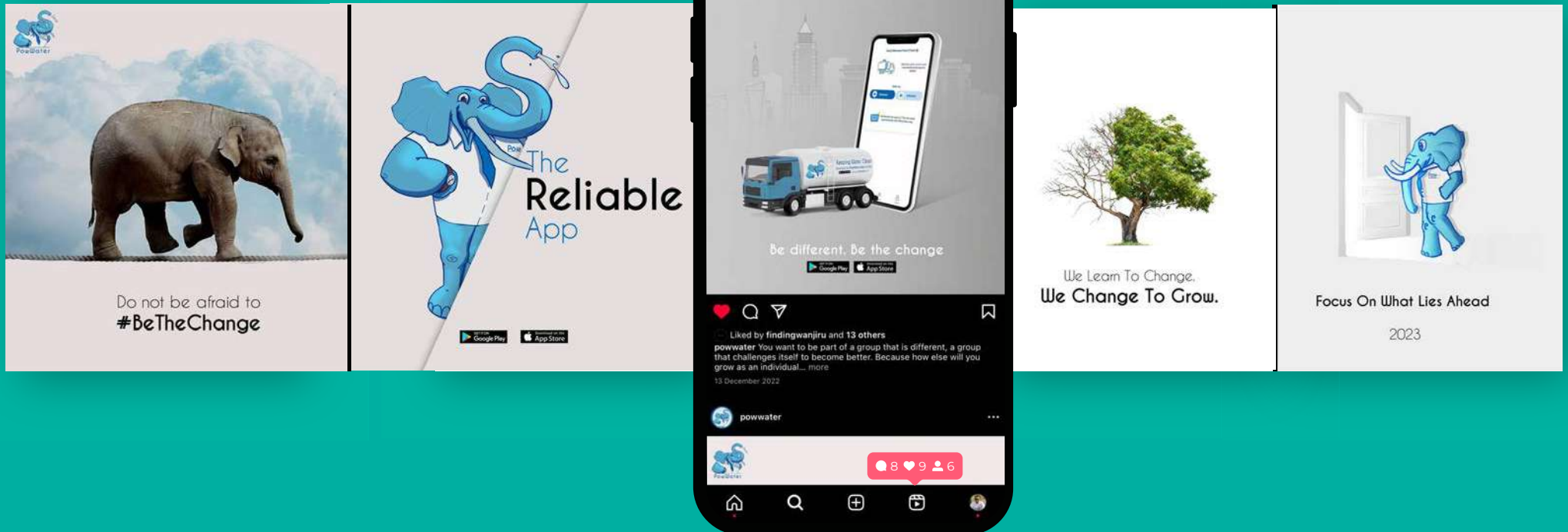
Growthpad Agency

Brief: Launch campaign of the new rebranded PowWater, communicating reliability, and inspiration of change for the better.



Client; PowWater

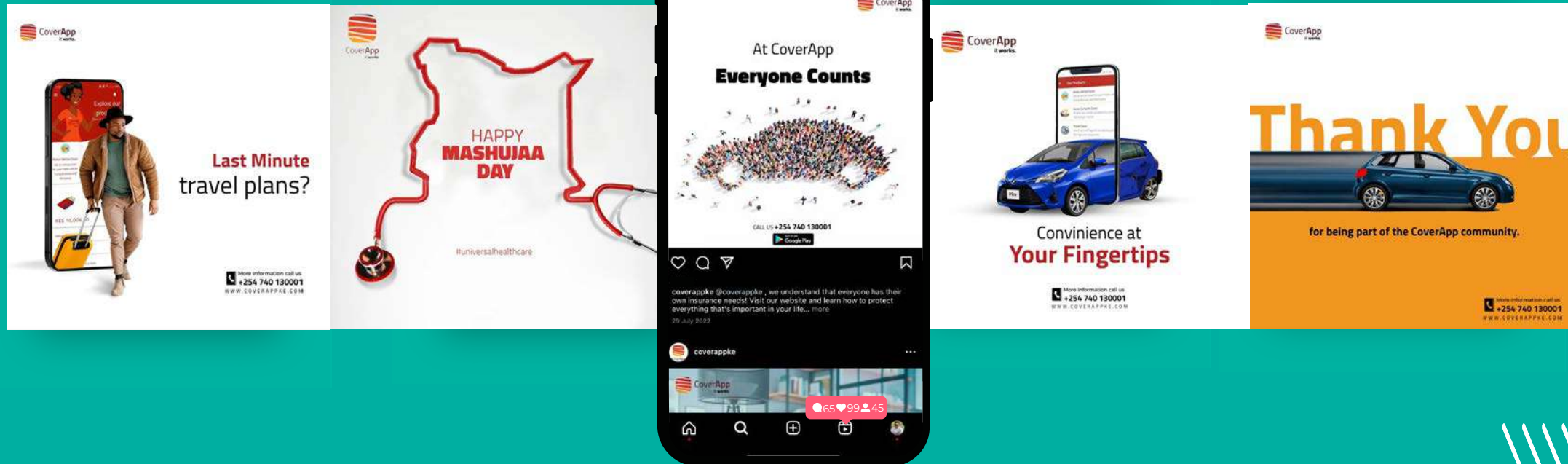
Brief: Launch campaign of the new rebranded PowWater, communicating reliability, and inspiration of change for the better.



Client; CoverApp

Brief: Sustenance designs, for an emotive campaign, running through a span of 2 years, after launch.

Success Story; Designed the UI/UX of CoverApp, which resulted to winning Insurtech of Africa Awards 2019.



Client; Boomplay

Brief: Booming on Boomplay (B.O.B) Activation campaign for Boomplay awareness campaign, that aimed at supporting the local artist.



HOW?

ENTER WITH AN ORIGINAL
SONG THAT YOU HAVE THE
COPYRIGHTS TO ON
BOOMPLAY

Qualifying Semi Final Final

Sept Oct Nov

Click [LINK](#) below to learn more



BOB: Top 50

119.3k Play All 204 33 3

BOOMPLAY KENYA

BOB: Top 50 (40)

#	Title	Album	Time
1	Unatosha ft. Pitson Zion Njeri	Unatosha	03:29
2	Dream Ya Kutoka Kwa Block BURUKLYN BOYZ	East Mpala London	03:31
3	Tuna Serereka ft. Trio Mio Teferah	Tuna Serereka	03:20
4	YKTV LUTTYDAVINCI	UNTAMED	03:40



BOOMING ON BOOMPLAY

The **emerging** Kenyan artists competition is here.
Break out from the crowd!

500,000 KES Billboard Feature Tonnes of Placements on Boomplay

Click [LINK](#) below to learn more

BOOMING ON BOOMPLAY

Winners

Congratulations to the six BOB winners.



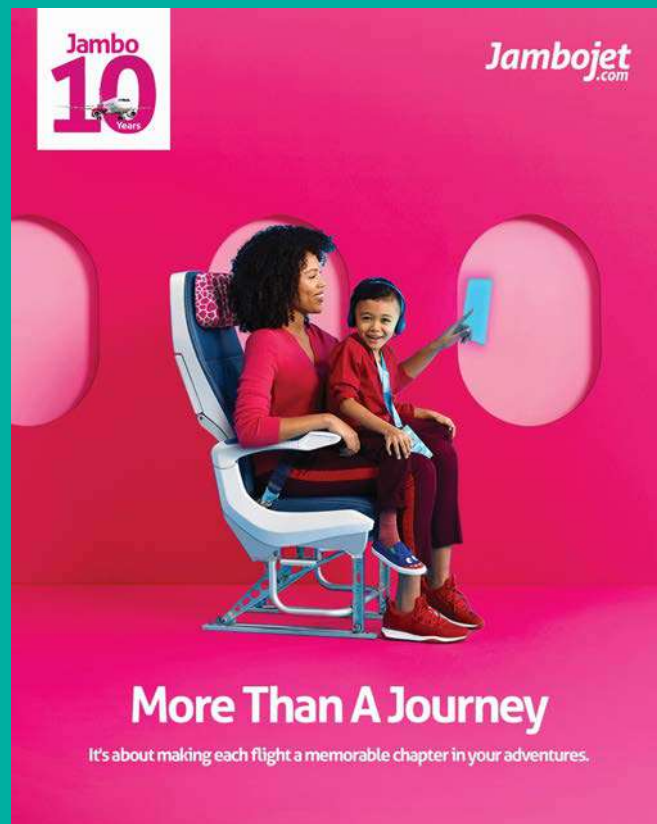
Partner: 

Client;

Jambojet

Agency; BRISK Marketing

Brief: Design Lock up and Online visuals for the 10 year celebration with the theme; More Than A Journey

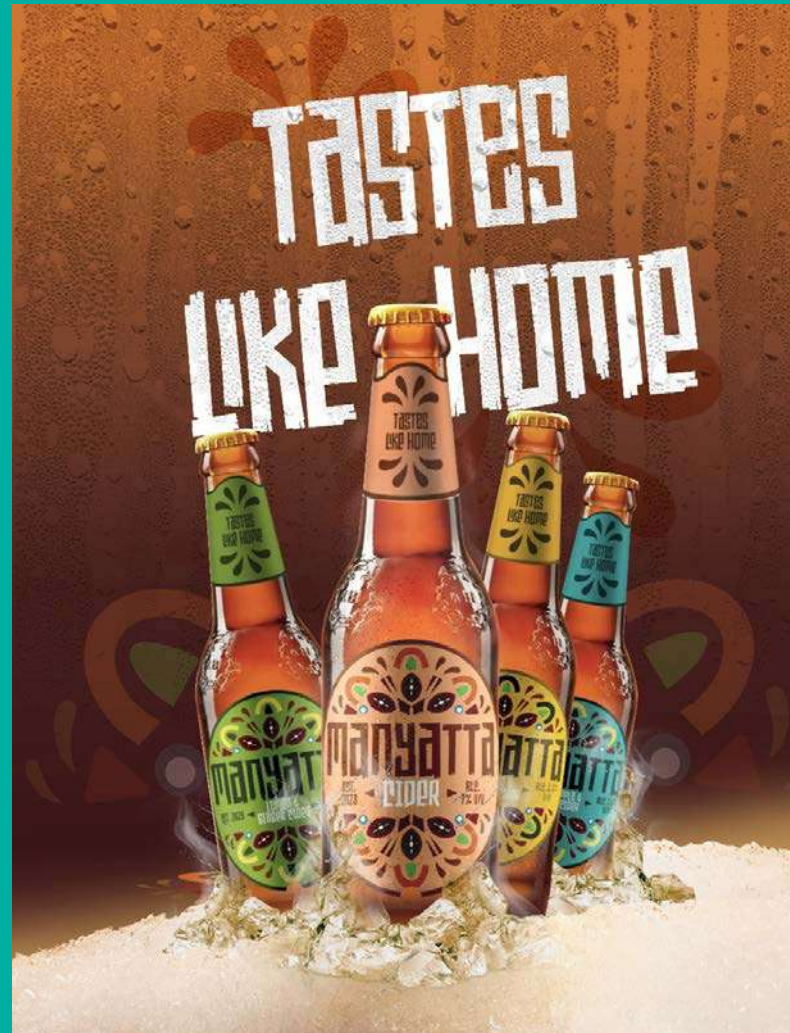


Client;

East African Breweries Limited

Agency; BRISK Marketing

Brief: Design event themed for the new product Manyatta Cider, showcasing all the line items for the product.



Client;

Tetra Pak

Agency; BRISK Marketing

Brief: Design Key Visual and application of two of the products, to refresh and run a top of mind campaign, for both above the line and below the line.



-Below The Line Campaigns-



Client: African Elite Group
NIVEA MALL ACTIVATION -KENYA

3D design and interactive game design and development for the newest NIVEA product launch
#MadeForYourShadeOfBeauty.

The activation featured, a product shelf, and lit ingredient tube, a photobooth, and skin care machine. All aligned to ensure the consumer journey is both impactful and memorable.

NIVEA



3D Render



Actualization

Client;

Lato Milk

Agency; BRISK Marketing

Brief: Activation for sales drive, responsible for the gondola designs, and branding, and uniforms for the business analysts who report to the team lead.



Client;

Uniliver

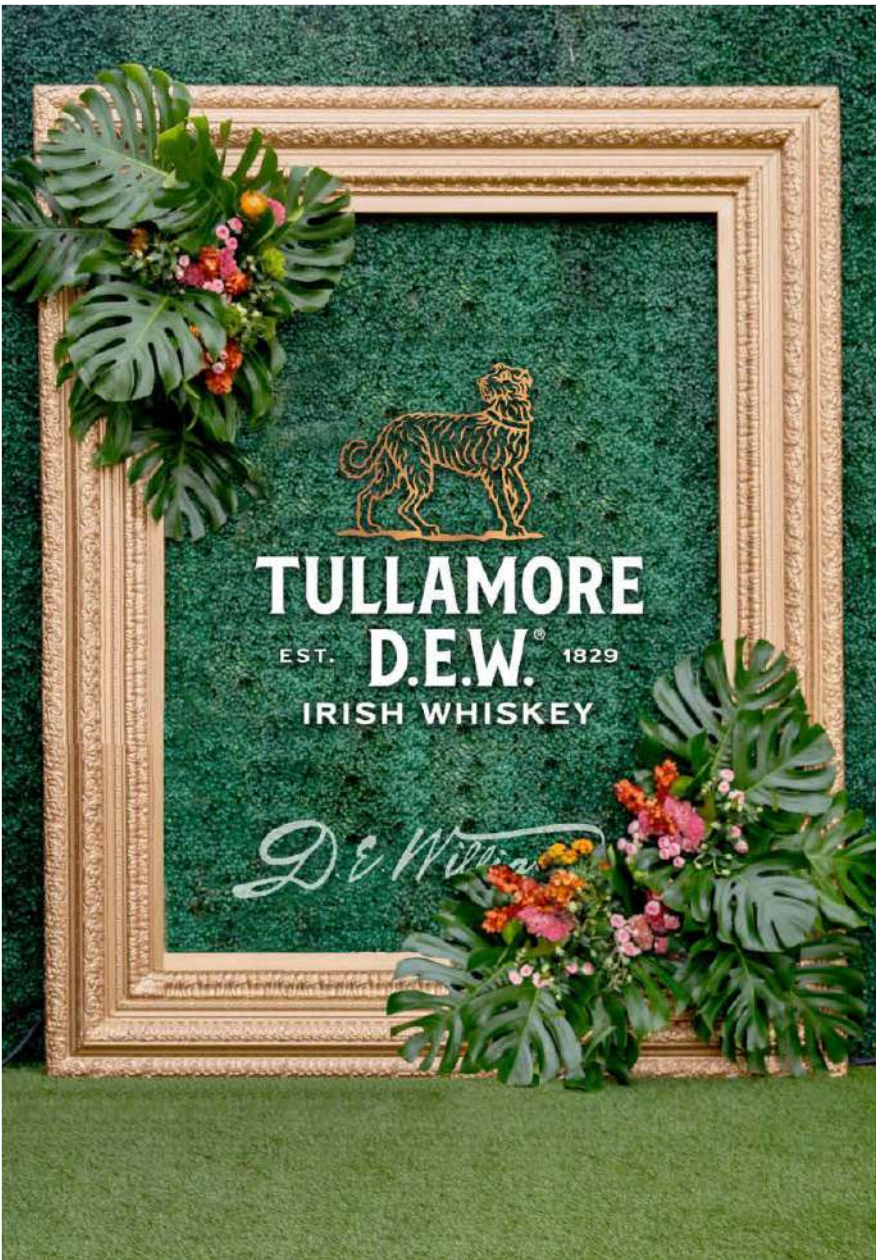
Agency; BRISK Marketing

Brief: Launch of Royco, one of the leading products, new range of spices. Additional responsibilities, included, designing OOH visuals, both digital and static billboards.



Client;
William Grant & Sons
Rwanda Conference

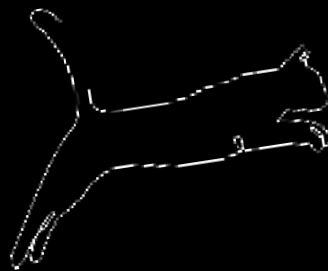
Agency; BRISK Marketing
Brief: In-Bar activations for William's Sons





Branding of the merchandise and gift hampers.

My Animation & Visual Production Journey





Client: RECA Studios

World Bank Motion Graphics Animation

Tasked to develop an animation video for World bank and IFC report on Covid 19.



Two considerations for the Global Health Platform Amount are:

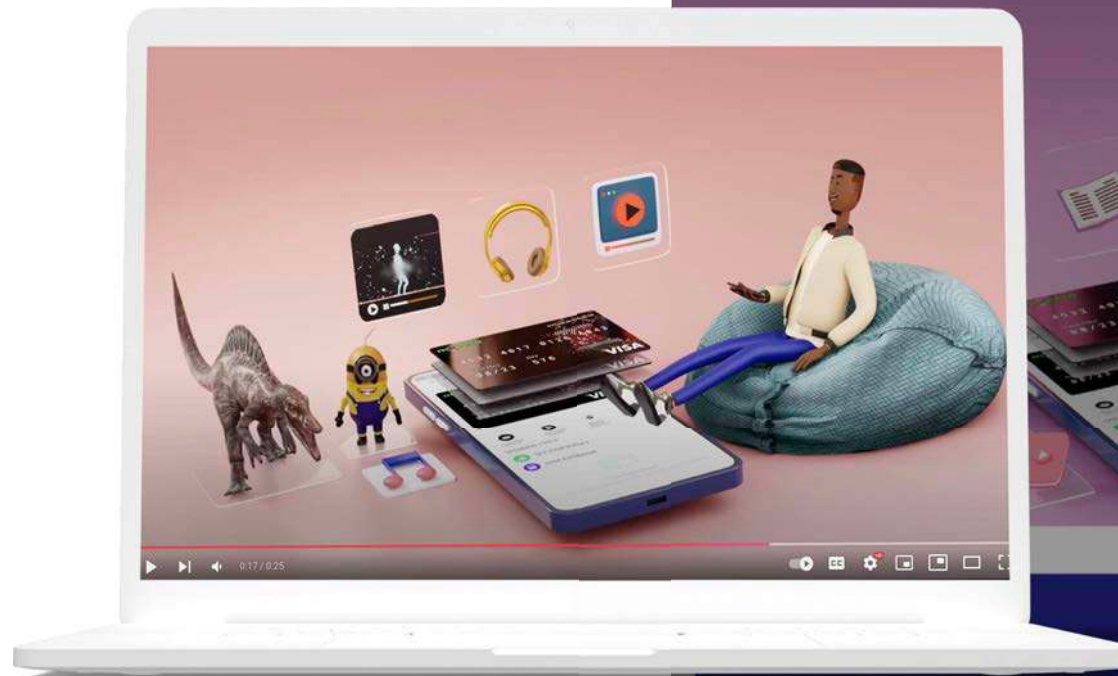
- IFC is committed to finance **US\$2 billion** and is looking to mobilize **US\$2 billion** with the help from MDB/DFIs and commercial banks.





Client: Carly Sana Agency
Safaricom 3D Animation

3D modeling, rigging, and animation of 7
adverts for the VISA and Safaricom
MOU.



VISA





KING'S
BUSINESS
SCHOOL

Client: London School of Business

Human Wildlife Conflict 3D Animation

This project involved working with Dr Anna Dubiel, Dr Prokriti Mukherji, and AB Entheos Ltd. to help raise awareness and understanding of compensation schemes for the local communities that are mostly affected by Human Wildlife Conflict.



NEW RESEARCH:

SUSTAINABLE BUSINESS SYSTEMS

Co-existing with wildlife: Encouraging local communities to participate in financial compensation schemes

Human-Wildlife Conflict (HWC) occurs when people and wildlife compete for space and food. In a rapidly expanding world, this is causing high levels of tension in countries in the Global South, such as Kenya.

A new compensation scheme for local people affected by HWC was introduced by the Kenyan government. While some financial knowledge, they are often lacking in understanding of public and private policy initiatives.

Awareness Information

AB Entheos, a Nairobi based agency, to work with the community in the Samburu National Reserve. To understand HWC perceptions, risk and preferred communication forms.

AB Entheos proposed the idea to use animation to help with the understanding of the compensation scheme. They have created two videos (one emotional and one informative) with our partner Avid Animation.

What next?

We are looking for funding and new partners with access to HWC-affected communities to bring this research to more people. If you would like to get involved, please contact:

Dr Anna Dubiel: anna.dubiel@kcl.ac.uk

Dr Prokriti Mukherji: prokriti.mukherji@kcl.ac.uk



Local African wild dog



A focus group in Samburu National Reserve



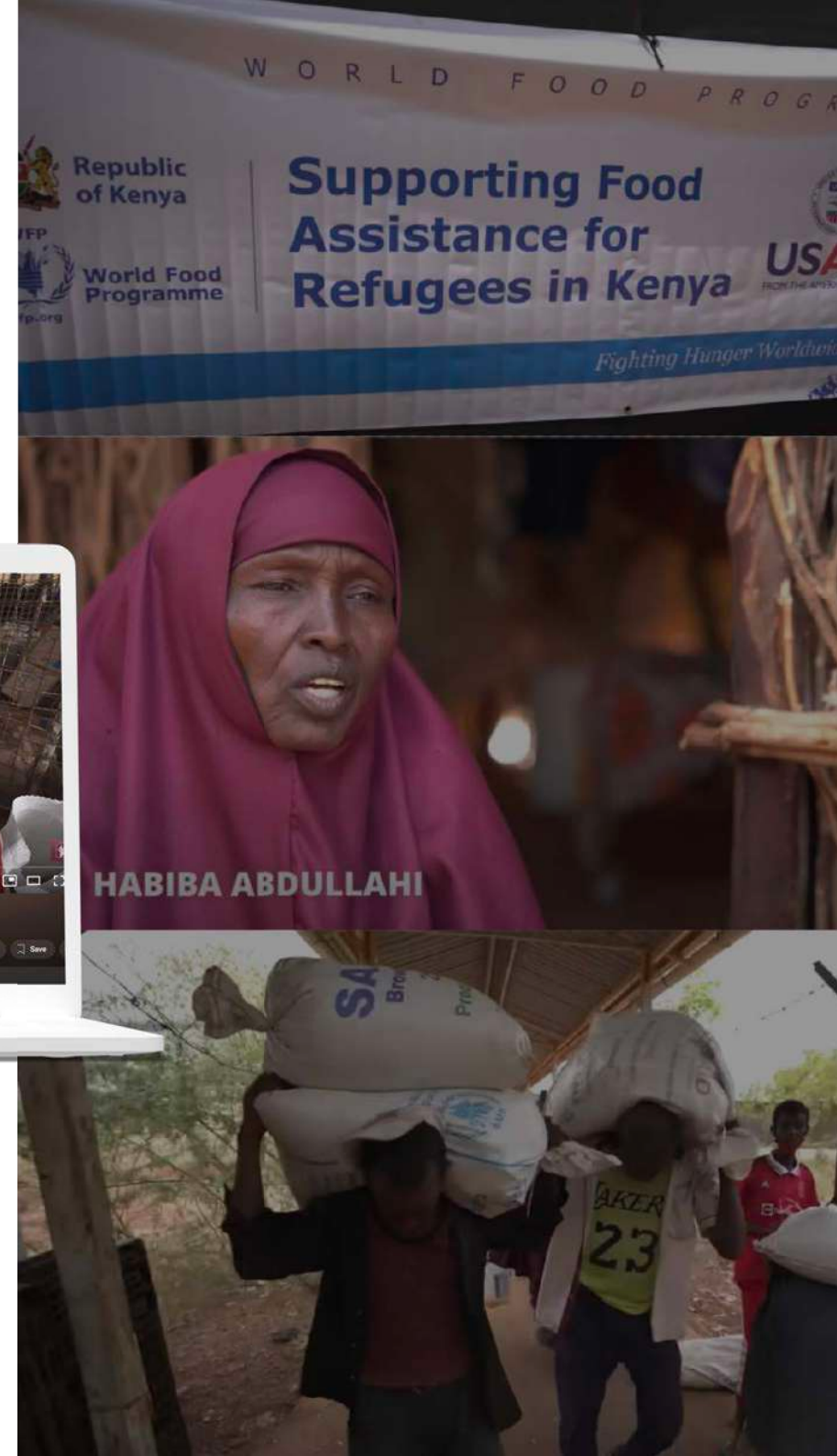
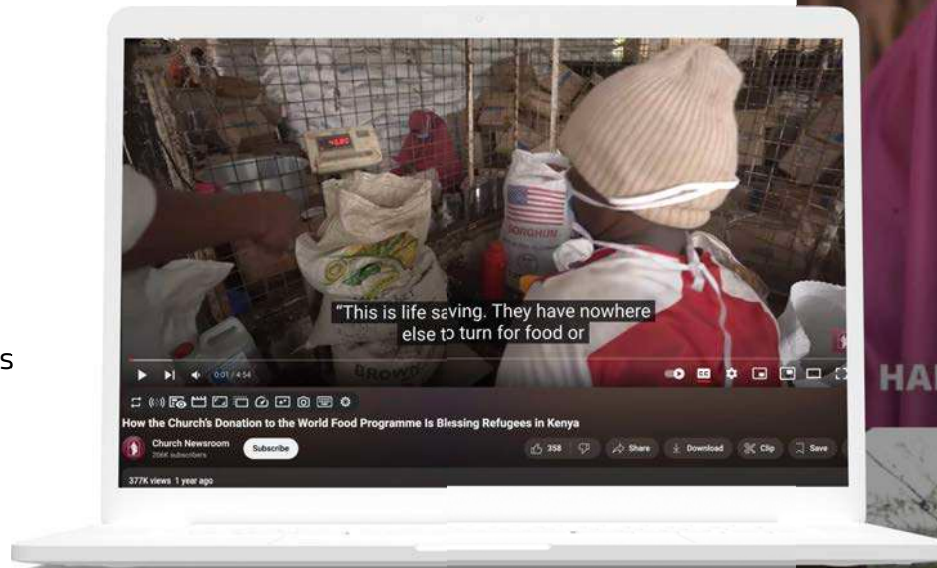
Dr Anna Dubiel and Dr Prokriti Mukherji



Client: Styne Film Ltd
World Food Programme

The Church of Jesus Christ gave US\$32 million to the WFP in September 2022.

Thanks to the continuous efforts of the World Food Programme (WFP), these vulnerable groups are able to receive food, shelter and a moment of peace.



My Event Journey

-Visual Technical Director-





Client: Growthpad Agency
Ecobank Fintech Challenge 2024

In collaboration with Ecobank HQ and GDC Agency we delivered an exceptional experience that celebrated innovation in fintech. Our team handled everything from 3D design and execution to seamless event logistics, creating an engaging atmosphere for participants. The 12 finalists showcased their groundbreaking solutions all within a vibrant setting that reinforced Ecobank's commitment to fostering fintech innovation and collaboration.



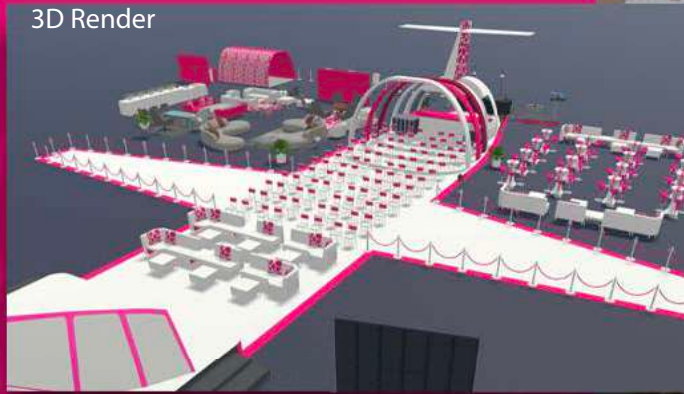
Jeremy Awori
Ecobank Group CEO



Client: Kazan Studio

Jambojet ten years anniversary

I proudly supported Jambjet in celebrating their 10th anniversary with a spectacular event. Running of the event floor as well as designed the stage to resemble a cockpit, creating an engaging atmosphere that highlighted a decade of innovation. The celebration showcased Jambjet's journey and commitment to excellence, making it a truly memorable experience for all attendees.





Client: BRISK Marketing

Coca Cola #KachingChingNaCoke Campaign Launch

Crafted an interactive atmosphere with vibrant 3D designs and an immersive game, drawing participants into the Coca-Cola brand experience. The event highlighted fun, community spirit, and the joy of sharing, leaving attendees with lasting memories.

Collaboration with Brisk Marketing, I was responsible in visual directing the entire event as well.



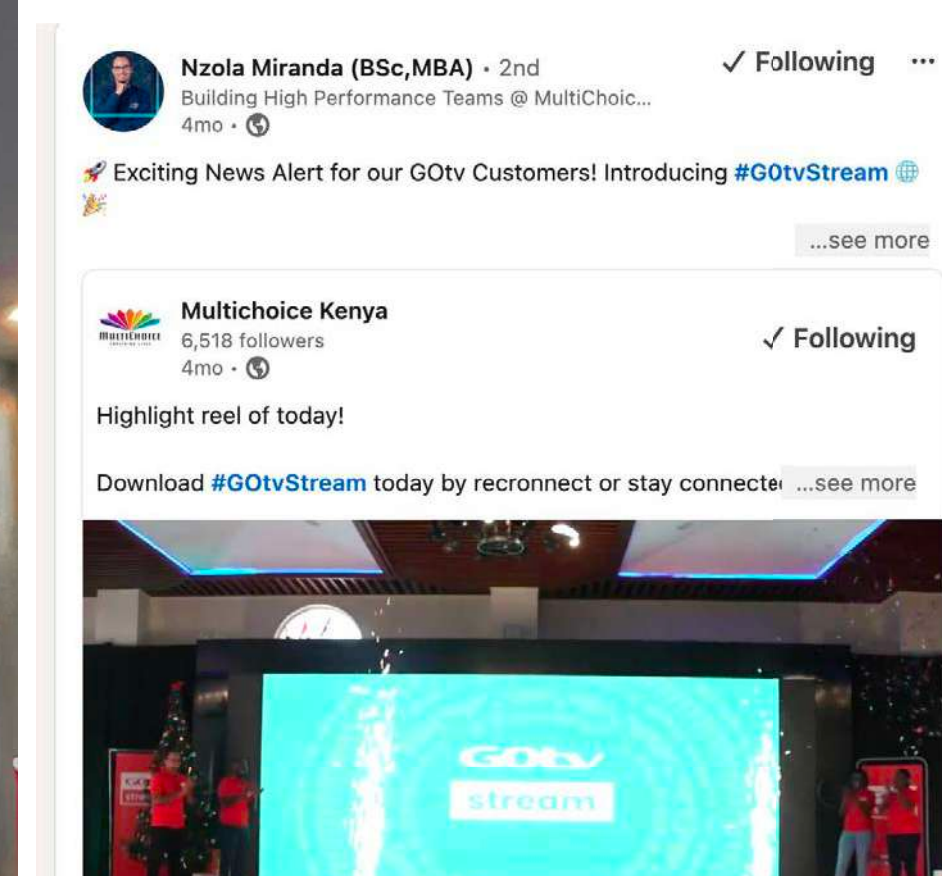


Client: Growthpad Agency
Management of the SCF workshops

In partnership with Growthpad digital and under the supervision of the IUCN Business and Nature Team (B&N), our project aimed to facilitate capacity-building workshops in four proposed SCF countries: Kenya, Morocco, Brazil, and Indonesia. These workshops focused on nature and climate finance for subnational governments, enhancing their understanding and capability in this critical domain. Through these sessions, the aim was to equip local governments with the knowledge and tools needed to effectively navigate and implement nature and climate finance initiatives.

This involved, mobilisation, Interpretation and Translation Services, Facilitation of speakers, branding, media relations & coverage, vendor management, and event marketing.





Client: BRISK Marketing
Multichoice Mobile Application Launch

Brief: Launch of GOTV Stream, responsible for design, and visual directing of the event.



KBL SCALES UP NEW TECH PLATFORM TO DRIVE ACCESS FOR QUALITY PRODUCTS

NEWS | 12 MARCH 2024



Nairobi, Kenya, February 13, 2024: Kenya Breweries Limited (KBL) is scaling up the roll out of a new technology platform to enable retailers place orders online, ensuring they make timely orders for products they need from their distributors.

The platform, dubbed Diageo One, has been on trial for the last year and has now been scaled wider for more distributors and retailers across the country to use to order stock. The new option will ensure retailers order their stocks on time and get quality products from the alcoholic beverages maker.

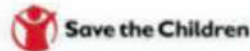


Client;
DIAGEO ONE, EABL

Agency; BRISK Marketing

Brief: Launch of Diageo One mobile application that connects retailers, with distributors, and customers responsible for the animation of on screen content, and set up look and feel design. Travelling across all country to launch and activate each distributor touch points.

Partners in this journey so far



Want to bring your ideas to life?

-Contact Me-

vickmure254@gmail.com

+254 741 294321

