

EDWIN NCHAGA

Senior Brand & Product Designer

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🔗 SUMMARY

Senior brand and product designer with 7+ years across brand systems, conversion-focused websites, and shipped digital products for scientific associations, startups, and nonprofits. Led identity for SOT 2025, the largest toxicology conference in the U.S. Also builds what he designs, most recently a live subscription platform taken from brand through production.

✦ SKILLS

Brand Identity and Visual Systems | Brand Strategy | Product Design | UI/UX Design | Web Design | Design Systems | Conversion and Funnel Design | Event and Conference Branding | Front-End Implementation | AI-Augmented Design and Development

📁 EXPERIENCE

Interactive Brand Designer

Sep 2025 - Mar 2026

Ashandelle, Contract, Remote

- Designed brand systems, marketing assets, and digital visuals for agency clients across technology, nonprofit, and AI.
- Worked with account leads and copywriters through client review cycles, building Figma prototypes that shortened approval rounds and asset libraries the team reused across projects.

Senior Creative Specialist

Feb 2022 - May 2025

Association Innovation Management (AIM), Reston, VA, Hybrid

- Led brand identity and website UX for international scientific and pharmaceutical organizations.
- Directed creative for 8 national annual meetings of 1,000 to 7,000 attendees: digital ads, signage systems, print collateral, presentation templates, social kits, and event microsites.
- Led full branding for SOT 2025, the largest toxicology conference in the U.S. Built identity systems for the SPS, STP, ACT, and BDRP annual meetings.
- Designed event microsites and registration flows that raised attendee conversion 35% year over year.
- Partnered with account managers, association staff, and external web developers on scope, feedback rounds, and developer handoff.

Senior Brand Designer

Apr 2017 - Present

Magnate Designs, Independent Practice, Fairfax County, VA, Remote | magnatedesigns.com

- Brand identities, websites, and marketing campaigns for 20+ clients across technology, health, education, and nonprofit.
- Baraxis (baraxis.io): subscription platform for mobile bar operators, 2025 to present. Designed the brand and product, then built and shipped the app on Next.js, Supabase, and Stripe. Live and processing payments.
- Krowned (krowned.app): booking marketplace for textured-hair stylists in the DC metro area. Brand, product design, and front-end build on Next.js and Supabase.
- Mentored junior designers and ran an intern brand-design training program.

🎓 EDUCATION & CERTIFICATIONS

BS, Information Technology, Maseno University | Brand Identity and Strategy, IE Business School | Fundamentals of Graphic Design, California Institute of the Arts

🔧 TOOLS

Design: Figma, Adobe Creative Suite, Affinity, Canva

Web: Next.js, Webflow, WordPress, HTML, CSS, Supabase, Vercel, GitHub, SEO

AI and Workflow: Claude Code, Cursor, Firefly, Sora, Notion, Google Workspace, Lytho, GHL CRM