

MARK RUTERE

WEB DEVELOPER, CREATIVE DESIGNER,
UI/UX DESIGNER & DIGITAL ARTIST

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ABOUT ME

I'm a developer, designer & artist with 13+ years of experience from Kenya. I'm robust in development, design & communication skills, as well as a quick learner in acquiring new skills while continuously working on improving my skill-set in every effective & efficient means. I'm an active team player, and a problem solver with a proven track record of delivering projects promptly whilst maintaining the utmost quality.

EDUCATION

BACHELOR OF SCIENCE BUSINESS IN INFORMATION TECH. (2006 - 2010)

Limkokwing University,
Cyberjaya, Malaysia.

HIGH SCHOOL CERTIFICATE OF EDUCATION (2001 - 2004)

St. Mary's High School,
Nairobi, Kenya.

KEY SKILLS

Web Development

UI/UX Design

Corporate Branding

Graphic Design

Illustrations

Digital Art

RECENT WORK EXPERIENCE

ACREST (2025)

UI/UX Designer | Developer

Worked as the short-term designer and developer for the non-profit NGO website based in Cameroon. Built the site in English and French, along with a custom CMS to assist with uploading of content to showcase and have a code free environment to update the site as needed. Worked closely with the stakeholder to deliver a modern website that met all their requirements and goals.

UN VOLUNTEER (2024 - 2025)

UI/UX Designer | Developer

Working as a volunteer I worked closely with the UN Habitat team in creating wireframes, UI/UX designs and as the developer of their Net Zero Architecture for Africa project. Developed the platform in English and French, while designing, editing images and extracting PDF data with Affinity Suite and Adobe Suite, and the wireframes with Figma. Utilised Adobe After Effects to create simple animations for clean energy solutions.

LINCHPIN KENYA (2019 - 2024)

UI/UX Designer | Developer | Branding

Worked with multiple clients (Almond Tree Wellness Center, Tutorhut, Carbylon, Virtual Runner, Plutus Capital, ResolYou) over several years, establishing a great client relationship by delivering beyond satisfactory & prompt results within project time frames which helped create multiple loyal returning customers. Evolved my development & design skills while at the company to become more versatile in achieving customer satisfaction over the years.

FREELANCE WORK

MJC ADVOCATES (2019, 2025)

Brand Designer | Web Developer
Nairobi, Kenya.

HUDSONS FARMS (2020)

Brand Designer
Nairobi, Kenya.

KALA (2019)

Brand Designer
Nairobi, Kenya.

MAKI PAKI (2019)

Brand Designer
Sydney, Australia.

REFEREES

ALWEENA AWAN Child Care Centre

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PETER OYIER Eminent Business

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PAUL OYIER Sterling Quality

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WAMBUI MBUGUA Value Chain Mngmt

(+254) 725 160 137
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CATHY ROTICH Almond Tree Wellness

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TOOLS

Visual Studio Code	Affinity Suite
Synology DSM	Adobe Suite
Google Cloud	Figma
Azure Cloud	FileZilla
Docker	AutoDesk Sketchbook

DEV STACK

Html & Css	NodeJS	React Native	Flutter
Sass & Scss	ReactJS	TailwindCSS	Supabase
Google AI Studio	NextJS	Gulp	Postgres
Google Firebase	Typescript	SQL	
Git	Yarn	Azure DevOps	

RECENT KEY ACHIEVEMENTS/SOLUTIONS

UN HABITAT | markmutai.dev/nzc

- Designed & developed their platform/knowledge base & was the go to developer following their desired architecture and converting their documentation into a web friendly format to assist users in easily acquiring information on ways to improve their carbon footprint
- Assisted in translations with their translator to create a french version of the site while implementing the javascript logic to best handle the translated information
- Created a climatic data tool to help users gather information for various climatic environments, as well as digitise images to better assist in the relevant information
- Developed a clean energy calculator to calculate the user's carbon footprint and have a better understanding on how to achieve their clean energy goals with AI embedded to give an analysis of their carbon footprint

MURAGE JUMA & COMPANY ADVOCATES | jncmlaw.co.ke

- Designed the company branding while also designing and developing the company website to showcase their business. Utilised Google and Bing SEO's, and created business profiles on each platform for improved search results to assist in web traffic and acquire new clients.
- Developed a custom CMS to facilitate no code updates for the client's legal news section.

ALMOND TREE WELLNESS CENTER | almondtreewellness.co.ke

- Closely worked with client to deliver Corporate Brand Identity that resonates with her taste and would resonate with intended user/customer base
- Development & successful launch of company website to client's needs with integrated payments and booking systems
- Upgrade of site from Bootstrap to TailwindCSS to speed up development while ensuring a unique UI/UX that assists both the client and their users to get the mental health assistance they need
- Upkeep and maintenance of payment system, including additional payment methods beyond the original MVP
- Revision of site and improved development speed, maintenance and efficiency by implementing migrating to a component driven design model

WORKOUT ASSISTOR | markmutai.dev/wa

- Side project fitness app. Uses a local database of 400+ workouts & 680 exercises for users to create more of their own workouts.
 - Gamified the workouts to collect points and encourage users with their daily/weekly/monthly goals along with line charts to analyse performance.
 - Developed a custom workout generator supporting user and AI-generated plans, with full CRUD functionality using Firebase as the backend.
 - Created a customised version of Google Gemini for an AI Assistant that assists the user with any form of fitness goals, levels, and skills
 - Utilised MediaPipe for live camera tracking to monitor movements and bodily joint positioning to assist users further with exercises
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WHY YOU SHOULD HIRE ME?

- Proven track record & experience in web development projects and successful launch to market
- Creative problem solving skills & solid understanding of how web applications work to support business decisions
- Consistently striving to adapt/maintain the best development practices & efficiency in bringing your projects to fruition
- A solid understanding of how to effectively communicate to your customer base
- Will help you identify creative ways to reach a broader/expanded customer base
- Strong Illustrative skills for use on various media
- Team player, highly adaptable to the needs of your organisation/adaptable in a fast pace environment
- Willingness to learn and acquire new skills/languages/frameworks to improve on effectiveness and efficiency to get any task done