

BRIAN KIMATHI

SOFTWARE AND WEB DEVELOPER



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briankimathi.vercel.app

Software & Web Developer with a strong foundation in data-driven solutions, passionate about building practical systems that streamline operations and enhance user experience. I specialize in full-stack development, cloud-based applications, and integrating data into functional, user-focused software. I bring a hands-on approach to turning complex requirements into intuitive, high-performing solutions—driven by clean code, thoughtful design, and the impact of technology across sectors. I also maintain a keen eye on AI and its potential to enhance modern software.

EDUCATION

2021 - 2025

Multimedia University of Kenya

Bachelor of Business Information Technology
Second Class Upper Division

2017 - 2021

Moi High School Mbiruri

KCSE Certificate

SKILLS

- Programming: Python, JavaScript, TypeScript, Next.js, React, SQL
- AI & Data Science: OpenAI API (GPT4/5), LLM Prompt Engineering
- Design: Figma, Adobe Photoshop, Adobe Illustrator
- Statistics: Power Bi, Excel, SPSS Statistics, R Programming, STATA
- DevOps & Tools: Git, Docker, VS Code, Linux CLI
- Soft Skills: Leadership, Project Management, Effective Communication, Time Management

WORK EXPERIENCE

Danco Limited – Digital Strategist and Communications Officer

July 2025 – Present

Key Roles:

- **Website development & optimization:** Customized and maintained the company's website; optimized site structure, UI/UX and lead capture features.
- **Technical design integration:** Applied Adobe Photoshop, Illustrator and Canva to design and implement modern visuals across web and design platforms, ensuring cohesive brand presentation.
- **Digital Marketing & Ads Management:** Planned and executed Google ads and Meta Ads campaigns, improving lead generation and driving measurable ROI.
- **Seo and Content Management:** Enhanced SEO-friendly content, property listings and real estate guides to improve search rankings and user engagement.

- **Full-Spectrum Digital Content:** Produced and managed blogs, property descriptions, newsletters and social media campaigns to support brand growth.
- **Analytics and Performance Tracking:** Monitored KPIs (traffic, CTR, conversions), using insights to iterate campaigns and improve digital performance.
- **Cross-Functional Collaboration:** Partnered with sales and real estate teams to align technical web updates and marketing strategies with business goals.
- Identified and pursued visibility opportunities, such as industry expos, digital forums, and strategic content collaborations.

Ministry of Lands and Physical Planning - Attachee

May 2024 – August 2024

Key Roles:

- Successfully provided technical user support across multiple departments and offices at Ardhi House.
- Gained hands-on experience in networking tasks including port configuration, cable crimping, router/switch setup, and LAN management.
- Participated in metadata capture and quality assurance in the EDMS under the Joint National Mapping and Resource Mapping (JNAM) project.
- Developed proficiency in using government platforms like Ardhi Sasa for handling land transactions and user support.
- Strengthened workplace soft skills such as time management, communication, documentation, and teamwork.
- Managed routine hardware and software maintenance tasks, ensuring efficient device functionality across offices

PROJECTS

Degree Thesis - Zin Pharmacy Management System (ZPMS)

A full-stack web application developed to digitize and streamline pharmacy operations through intelligent inventory control, transaction tracking, and sales reporting. The system supports medicine categorization, real-time stock updates, and role-based access for pharmacists and administrators.

To ensure consistent performance and data integrity, AI techniques were integrated into quality assurance workflows, including rule-based validation checks, anomaly detection in sales data, and input accuracy enhancement.

Key Technologies: React.js, Firebase (Firestore, Authentication), JavaScript, Tailwind CSS, Chart.js, basic rule-based AI, data anomaly detection, CRUD operations, real-time syncing

Live Link: <https://zpmss.vercel.app/>

Hydra Water Solutions Website

Designed and developed a responsive informational website for a clean water solutions provider. The site showcases services, contact forms, and product offerings in a user-friendly and mobile-optimized interface. To align with modern standards, the project explored AI-powered content optimization using large language models (LLMs) to refine service descriptions and enhance SEO performance. Additionally, future-ready placeholders were included for integrating AI chat assistants for customer support and lead generation.

- <https://www.hydrawater.co.ke/>

Safepoint Limited Website

Developed a modern, responsive website for Safepoint Limited, a Kenyan company specializing in top-quality safety gear and work apparel tailored for the construction industry. The site was designed to clearly showcase product categories, partner brands, and company values while maintaining performance across devices. The architecture is also structured for future integration of AI-powered product recommendation systems and chat-based product assistance.

- <https://safepointlimited.vercel.app/>

