

PRINCE KAMSI

● Brand Designer

princekamzy@gmail.com · +234 812 764 1104 · Abuja, Nigeria · [linkedin.com/in/prince-kamsi-878493255](https://www.linkedin.com/in/prince-kamsi-878493255)

Brand designer working in identity systems, guidelines and applied graphics. I started in graphics and brand in 2018 and have owned creative direction at M&CTech since. My work is documented far enough that other people can keep it consistent without me: usage rules, constraints and the everyday assets a brand actually runs on.

SELECTED WORK

Steel Soul

2025

IDENTITY · BRAND SYSTEM · APPLIED GRAPHICS

Full visual identity for a metal art studio, documented as a fifteen page system covering essence, personality, voice and tone, logo rules, colour, typography and channel application. Written to be enforceable rather than inspirational: one accent per design, a two family type limit, and a custom logotype that is never typeset by hand.

Akahalu Farm

2025

IDENTITY ROUTES · STATIONERY SYSTEM

Three genuinely divergent identity routes, a crest, a monogram and a shield, each carried through a full stationery set of letterhead, invoice and business cards before any commitment. The decision was made on how the brand behaved on a real invoice rather than on a logo against white.

MyCustomerPilot

2025

IDENTITY · MARKETING SITE

Brand and visual direction for an AI sales assistant serving merchants on WhatsApp. One identity asked to speak credibly to solo traders and to scaled companies at the same time, which set the tone and the typographic range.

Lumara Foundation

2025

IDENTITY · WEBSITE

Identity and content site for a foundation working in maternal and newborn health. Art direction built around photography of vulnerable subjects, where protecting dignity set the constraints before anything else did.

EXPERIENCE

M&CTech

2018 to present

ABUJA, NIGERIA · DIGITAL AGENCY

Design and Technical Lead

2023 to present

Frontend Developer and UI Design

2020 to 2023

Graphics Designer

2018 to 2020

- Own creative direction across the agency's client work, from brand strategy and identity through to the guidelines and applied graphics that keep it consistent afterwards.
- Established the agency's branding practice in 2018 and set the standards still used for client identity work today.
- Run identity projects as competing routes rather than variations, so clients decide on direction rather than on preference.

CAPABILITIES

STRATEGY	Brand positioning, personality, voice and tone, competitive and visual audits
IDENTITY	Logo systems, typography, colour systems, iconography, art direction, photographic direction
SYSTEMS	Brand guidelines, usage rules and constraints, brand architecture, asset templates
ASSETS	Decks, one pagers, letterheads, invoices, business cards, social and marketing graphics
TOOLS	Figma, Adobe Creative Suite, Canva

EDUCATION

HND and OND, Computer Science

2016 to 2022

Federal Polytechnic Nekede, Owerri, Imo State