KEVIN S. MUKOOND

Designer & Creative Technologist

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Professional Profile

A multidisciplinary Designer & Creative Technologist with over a decade of experience across graphic design, branding, visual communication and digital development.

Working at the intersection of design, technology and digital experiences, I create brands, build websites and develop software products. Combining an established creative background with self-taught technical capabilities, I approach projects with strong visual judgement, resourcefulness and a solution-oriented mindset.

Driven by curiosity, adaptability and attention to detail, I continuously explore emerging technologies to solve real-world challenges and bring ideas from concept to execution.

Core Competencies

Graphic Design & Visual Communication • Branding & Visual Identity • Creative Direction • Print & Digital Design • Web Design & Development • UI/UX Design • E-commerce Solutions • Digital Product Design & Development • AI-assisted Software Development • Digital Infrastructure & Deployment • Business Email & Hosting Solutions

Professional Experience

VectorAds Nov 2025 - Present
Designer & Creative Technologist

- Provide multidisciplinary creative and digital development services to clients across various industries.
- Design and develop brand identities, websites, e-commerce solutions and digital communication materials.
- Independently manage projects from initial requirements and conceptualisation through to execution and delivery.
- Integrate emerging technologies and modern development methodologies into creative and technical workflows.
- Conceptualise, prototype and develop independent software products addressing practical challenges.

Strike City & Sister Companies Feb 2019 - Oct 2025
Strike City Entertainment Ltd · Tags Global Ltd · Eastern Leisure Ltd

Graphic Designer & Web Developer | *June 2022 - October 2025*

Promoted to an expanded role encompassing web development and digital infrastructure alongside existing graphic design responsibilities.

- Designed, developed and maintained the company website from the ground up, including web analytics integration.
- Managed web hosting and business email services, providing technical support when required.
- Contributed to the launch of Strike City Flacq through creative design and promotional materials.
- Coordinated concurrent creative and digital projects across three sister companies.
- Continued overseeing graphic design, visual communication and marketing assets across the businesses.

Graphic Designer | *February 2019 - May 2022*

- Managed graphic design and visual communication requirements across the businesses.
- Refreshed the company's visual identity, including its logo, signage, menus, advertising and promotional materials.
- Produced creative assets for print, social media and digital marketing campaigns.
- Designed email marketing communications using Mailchimp and GetResponse.
- Collaborated with the marketing team to support campaigns and promotional initiatives.

AVS Cinematography Oct 2017 - Apr 2018
Web & Graphic Designer

- Led a comprehensive brand refresh, redefining the company's visual identity and establishing its creative direction
- Developed a cohesive visual language across brand communications, promotional materials and digital assets.
- Designed and developed the company website from the ground up.
- Undertook various creative projects, maintaining visual consistency across print and digital applications.

Graphic Designer | Fotokabine Aug - Oct 2017
Designed customised photo booth artwork and on-screen animations for events.

Graphic Designer | EasyPrint Dec 2016 - Aug 2017
Delivered client-facing graphic design projects from initial concept through to print production.

Freelance & Independent Practice 2014 - Present
Undertook independent creative projects alongside academic studies and professional employment, gradually expanding from graphic design into web development, digital solutions and software products.

Selected Independent Projects

Dlock | Commercial macOS Application
dlock.vctrads.com 2026

Conceptualised, designed, developed and commercially launched an independent macOS utility addressing Dock management in multi-monitor environments.

Managed the end-to-end product development process, including product conceptualisation, branding, user interface design, AI-assisted application development, website creation, distribution, licensing and payment integration.

Dlock represents my first independently developed software product released for commercial sale.

molink | Custom Digital Identity Platform | Pre-launch
molink.mu

Conceptualised, designed and developed an independent link-in-bio platform offering bespoke mini landing pages for businesses, professionals and creators.

Unlike conventional template-based solutions, MoLink focuses on fully managed, brand-aligned digital experiences through personalised design, development and ongoing maintenance.

Responsible for the platform's branding, product direction, user experience, technical infrastructure and preparation for commercial launch.

MailPort| Software Prototype
Conceptualised and developed an independent software prototype addressing practical challenges associated with email credential management and transfer workflows.

Explored technology-driven solutions through application design, functional prototyping, workflow refinement and internal testing.

Technical Skills & Tools

Creative & Design: Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Figma
Web Design & Development: WordPress, Elementor Pro, WooCommerce, HTML & CSS
Infrastructure & Deployment: Hetzner, Cloudflare, Docker, Linux, cPanel, Dokploy
AI-assisted Software Development: OpenAI Codex, Claude Code, GitHub, Xcode, T3 Code
Marketing & Productivity: Mailchimp, GetResponse, ClickUp

Education

Diploma of Graphic Design
Charles Telfair Institute, Mauritius 2016

Languages

Mauritian Creole: Fluent | **English:** Advanced written, intermediate spoken | **French:** Intermediate