Pixel Foundry

PORTFOLIO

Where ideas are
forged into brands.

Website

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So this is, THE TEAM

When we say **“We are working on it”**
We mean us. With our multiple mental breakdowns.







Abrayan Makonde

Team Leader: Comms / Design

Shaping brand narratives and leading creative vision with strategy, clarity, and purpose."

Esther Kare

Graphic Designer

Crafting visual identities that speak before words do bold, intentional, and memorable."

Newton Kimani

Web Developer

Building seamless digital experiences where clean code meets thoughtful design."

So this is, THE TEAM

When we say **“We are working on it”**
We mean us. With our multiple mental breakdowns.



Jenter Delee

Social Media Manager

Building meaningful digital conversations and growing communities through strategic, engaging, and impactful content.



Kennet Kip

Technology & Ai Operations

Leveraging intelligent technology and AI-driven solutions to streamline workflows, enhance efficiency, and drive innovation.

So this is, THE TEAM

When we say **“We are working on it”**
We mean us. With our multiple mental breakdowns.



Felix Kipng’eno

Web Dev

Crafting seamless digital experiences through innovative design, functional development, and user-focused solutions.



Kevin Shakti

Photographer/Videographer

Capturing compelling stories and creating visually striking content through thoughtful photography and cinematic storytelling.

Create

Create

Create



Create

Create

Create

Introd

Pixel Foundry is a Nairobi-based creative agency registered in Kenya, built on the belief that great design is more than aesthetics, it's a business tool. We partner with brands, startups, and organizations to craft compelling visual identities, intuitive digital experiences, and communications that connect with real people.

Founded and led by Abrayan Makonde, our lean team of passionate creatives brings together expertise in communications design, graphic design, and web development covering every layer of your brand's presence, from first impression to final click.

We are proudly Kenyan, globally minded, and driven by one goal: to make your brand impossible to ignore.

01



Services

We offer a focused suite of creative services designed to build, grow, and elevate your brand. Whether you're starting from scratch or refreshing an existing identity, we bring strategy, creativity, and technical precision to every project delivering work that looks great and performs even better.

Website Design We design and build clean, responsive websites that reflect your brand and drive real results. From landing pages to full business websites, every pixel is intentional.

Graphic Design From brand identities and logos to marketing materials and social media visuals, we create designs that communicate your message with clarity and impact.

Motion Graphics We bring your brand to life through animation and motion whether it's an animated logo, social media reels, explainer videos, or promotional content that stops the scroll.

02

Process

1

Discovery

We start by getting to know you or your brand, your goals, your audience, and your market. This is where we ask the right questions so we build the right solution.

2

Strategy & Concept

With a clear brief in hand, we develop the creative direction. We map out ideas, define the visual language, and present concepts that align with your brand's purpose.

3

Design & Development

This is where the work comes to life. Whether it's a website, a brand identity, or a motion graphic, we craft every detail with precision and creativity.

4

Review & Refinement

We present the work and open the floor for your feedback. We refine, adjust, and polish until the output truly reflects your vision.

5

Delivery & Launch

Final files, live websites, or finished animations delivered clean, organized, and ready to use. We make sure you walk away with everything you need.

Our Clients

Trusted by **great brands**

Medtronic LABS	KDDA
JDMEA Dubai	Tunza Kids Academy
Armco Kenya	Valencia Cosmetics
Electromart	Pilot Snacks
Mika Kenya	Mzedu Farms
Fragrance Kenya	Salon Poa
Dr Patricia Murugami	Car n General
Sabar Airlines	AirKenya Limited

Projects

05

Client:
AirKenya Limited

Service
Graphic Design

Location
Kenya

As regular Graphic Design Partner for AirKenya, we support the brand's visual communication through creative, polished and engaging design solutions. Working with a leading aviation brand known for safety, comfort and exceptional travel experiences, my role is to translate their message into compelling visual content that connects with discerning travellers.

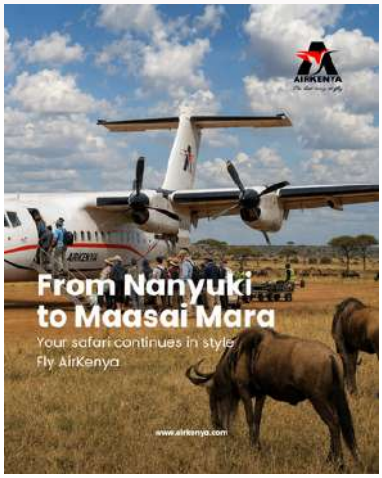

WORLD TRAVEL AWARDS
AFRICA & INDIAN OCEAN
GALA CEREMONY 2025
AIRKENYA
The best way to fly
We brought it home
AirKenya bagged the
Kenya's Leading Domestic Safari Carrier


We've got your Seat
Samburu • Loisaba • Laikipia • Nanyuki • Lewa • Meru
www.airkenya.com


One wild landscape to another.
Fly AirKenya from Samburu to Maasai Mara


Lewa to the Mara
Two Iconic Wildlife Destinations.
One Seamless Journey.
Experience more of Kenya with AirKenya.

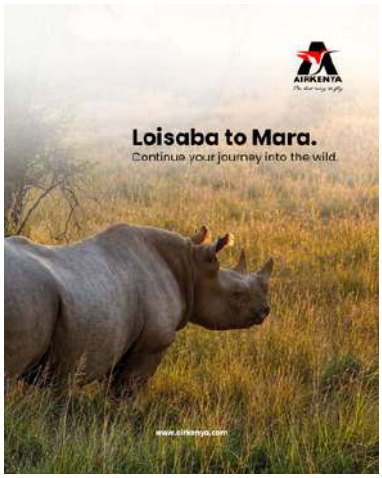

From Wild to Wilder.
Fly from Meru to the Maasai Mara.
One journey. Two iconic Kenya Landscapes.


From Nanyuki to Maasai Mara
Your safari continues in style
Fly AirKenya


From the Mara, Go Further, Connect to
Samburu • Loisaba • Laikipia • Nanyuki • Lewa • Meru
www.airkenya.com


AeroLink
Where Uganda's Wild Meets Wonder.


The Fit
Khaki/neutral layers, wide brim hat & sturdy boots
(no blue/black- tsetse flies love them!)


Loisaba to Mara.
Continue your journey into the wild.


The Wild,
Connected


From Wild to
Wilder.
Fly from Meru to the
Maasai Mara.


AeroLink
Where
Uganda's
Wild Meets
Wonder.
From the misty forests of Bwindi to the thundering waterfalls of Murchison Falls, AeroLink connects you to Uganda's most breathtaking landscapes and unforgettable wildlife experiences.
Fly into the wild. Chase the waterfalls. Discover Uganda with AeroLink.


REGIONAL AIR
Where
Tanzania
Calls You
Further.

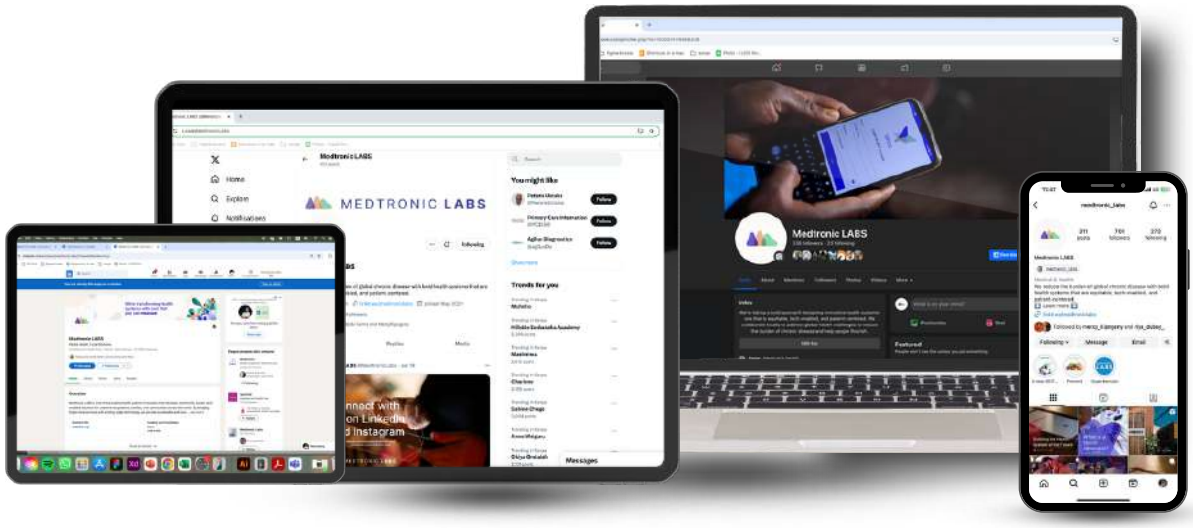
Client:
Medtronic LABS

Service
Graphic Design/ Videography

Location
Global

At Medtronic LABS, our team innovates at the intersection of technology and healthcare, advancing equitable solutions for underserved communities. With a foundation in Digital Communication and Media from the Nairobi Institute of Technology, my role as a Graphic Designer fuses design management and leadership to inspire impactful healthcare narratives.

MEDTRONIC **LABS**




MINISTRY OF HEALTH
Non-Communicable Diseases and Mental Health: Diagnosis and Treatment Desk Guide
A guide to identifying, diagnosing and treating non-communicable diseases (NCDs)






SPICE 2.0 Release
SPICE
Newsletter


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Re-Imagining Primary Care


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Newsletter

Issue 001

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Co Creating Intergrated Primary Care — Page 05

Bhutan News — Page 05

Expanding Access to Healthcare for underserved communities

Reimagining Primary Care.

www.medtroniclabs.org

For Internal Use Only

Kenya | Tanzania | Rwanda | Ghana | Sierra Leone | Bangladesh | Bhutan | USA

Co-Creating Integrated Primary Care

Four months ago, we co-hosted our first partners meeting with the delegation from Sierra Leone and Novo Nordisk. We were joined by Honorable Deputy Minister of Health, Dr. Charles Sesseray, Director of Primary Care, Dr. Brima Osaio Kamara, and Director of Policy, Planning, and Information, Dr. Francis Smart. They each shared how, together, we have been co-creating a novel, technology-enabled approach to integrated primary care. The model enabled by SPICE 2.0 that launched in September in Sierra Leone with the support of Bill & Melinda Gates Foundation Foundation. As always, we're focused on driving measurable and proven clinical outcomes.



First partners meeting with the delegation from Sierra Leone and Novo Nordisk.



Aura Azrina Viksmoen from Novo Nordisk highlighted how our partnership in Ghana, K
Bangladesh, and other countries will focus on continuing to drive outcomes for NCDs like hy
diabetes while integrating these models into primary care approaches for longterm sustainab

Thank you to our amazing group of partners, co-creators and supporters including Bi
Foundation, Novo Nordisk, World Diabetes Foundation, World Health Organization, Do
Google Health, Audere, The Global Fund, Roche, JSI, Duke University, Community He
The Patrick J. McGovern Foundation, Siemens Healthineers, Causal Foundry, Yale U
Oxford, World Economic Forum and many more!

Eric Angula at the Whitehouse



Eric Angula, Strategic Leader in Partnerships, Government Affairs, and Scaling Digital Health innovations

At the end of May, our colle
the delegation of the first d
States in over two decad
Chamber of Commerce,
Atlanta and Washingto
government priorities
investment focus are
topic in these forums
to the work organi
#universalhealthC



Client:
Kenya Defeat Diabetes Association

Service
Website/Rebranding

Location
Nairobi

KDDA is a registered charitable, non-profit NGO born from the lived experiences of people managing diabetes, hypertension, and obesity alongside their families, caregivers, and communities.

At its core, KDDA exists to move lifestyle conditions from the clinic into the community conversation. Their mandate is bold but human: to make diabetes, hypertension, and obesity a community agenda across Kenya not just a medical one.

KDDA works hand-in-hand with National and County Health departments, public and private health stakeholders, and partner institutions committed to improving quality of life for Kenyans living with lifestyle conditions.

The rebrand should reflect an organisation that is grassroots but credible, warm but action-oriented a movement with the heart of a support network and the voice of a public health advocate.



Website in the making....

UNITED TODAY HEALTHIER TOMORROW

Empowering people with diabetes and hypertension through awareness, support, and advocacy.

United we can

AWARENESS | SUPPORT | ADVOCACY | HEALTH EQUITY



Client:
Mzedu Farms

Service
Graphic Design/Website

Location
Kenya

Mzedu Farms, a community-rooted agricultural enterprise based in Maktau, Taita-Taveta County, partnered with Pixel Foundry to bring their mission to life online and across social media.

The brief was purposeful, grounded, and full of impact just like the land they're transforming.

We built a visual and content strategy that communicates the weight of what Mzedu Farms is doing: turning semi-arid, climate-vulnerable land into a productive, resilient food system for one of Kenya's most underserved farming communities. Every piece of content was crafted to connect with donors, supporters, and agricultural partners telling a story of innovation, sustainability, and community uplift that deserves to be heard far beyond Taita-Taveta.

The result is a growing digital presence that reflects Mzedu Farms' vision a future where smallholder farmers in Maktau don't just survive the climate, they thrive despite it.


MZEDU
FARMS
HAPPY
NEW
MONTH
The rains are here


MZEDU
FARMS
DID YOU KNOW?
75% of the worlds food is generated from only 12 plants and 5 animal species making the world food system highly vulnerable
www.mzedufarms.com


MZEDU
FARMS
Did you know?
It works well to plant onions or leeks near carrots as they will help to repel carrot fly. Carrots also don't like to be too hot, so if you can plant a tall plant, such as tomatoes, near them it can help to provide shade.
www.mzedufarms.org
To Support us
Call 0729157214.


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FARMS
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Day
#WATER&GENDER


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Save Life
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EID MUBARAK
MAY ALLAH ACCEPT ALL OUR GOOD DEEDS AND BLESS YOU.
WISH YOU A HEALTHY AND HAPPY EID WITH YOUR LOVED ONES


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Happy
Utamaduni
Day
We celebrate our country's rich cultural diversity and heritage.
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FARMS
YOUR
CONTRIBUTION, NO
MATTER HOW
SMALL,
IS SIGNIFICANT
TO US.
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FARMS
Happy
Easter
Wishing you a peaceful and joyful Easter holiday—may your heart be light and your days filled with hope and serenity.


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FARMS
Support Our Cause Today on
M-Changa
AFRICA
https://www.mchanga.africa
fundraiser/71805
www.mzedufarms.org

Client:
Jdmea Dubai

Service
Graphic Design

Location
Dubai, UAE

Jdmea , a premium electric vehicle reseller based in Dubai, approached Pixel Foundry to create a series of high-impact promotional posters for their brand. The brief was clear bold, modern, and electric in every sense of the word.

We developed a visual direction that matched the sleek, forward-thinking nature of the EV industry, pairing striking typography with clean compositions and a color palette that communicates innovation, luxury, and sustainability. Each poster was designed to command attention whether on a digital screen, a showroom wall, or a social media feed.

The result was a set of posters that not only showcased Jdmea's vehicles but positioned the brand as a confident, contemporary player in Dubai's fast-growing electric vehicle market.

JDMEA Social Media Management



Presenting JDMEA's Design Odyssey


JDMEA


JDMEA
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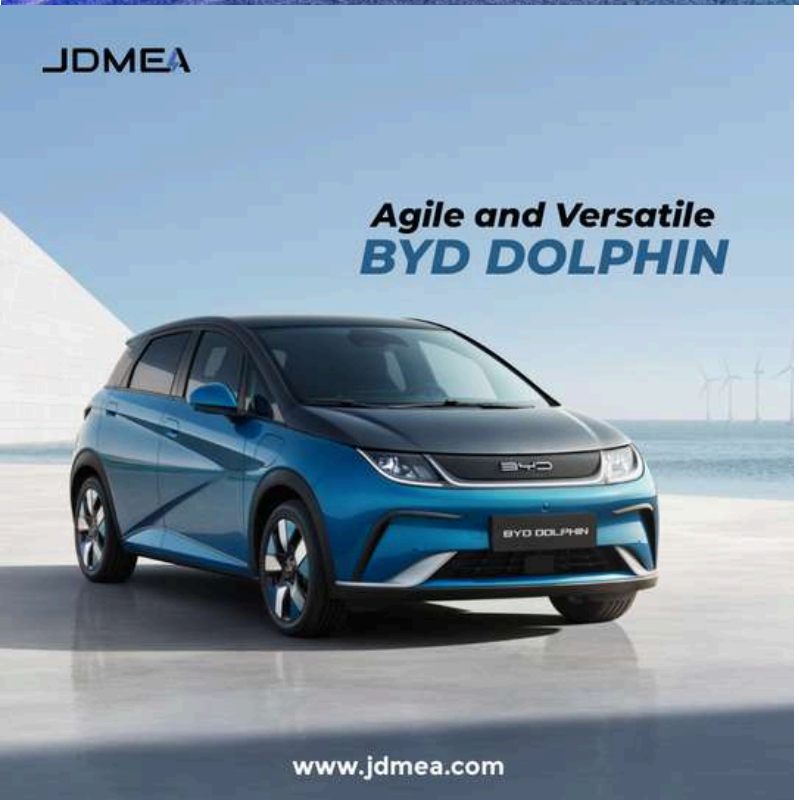

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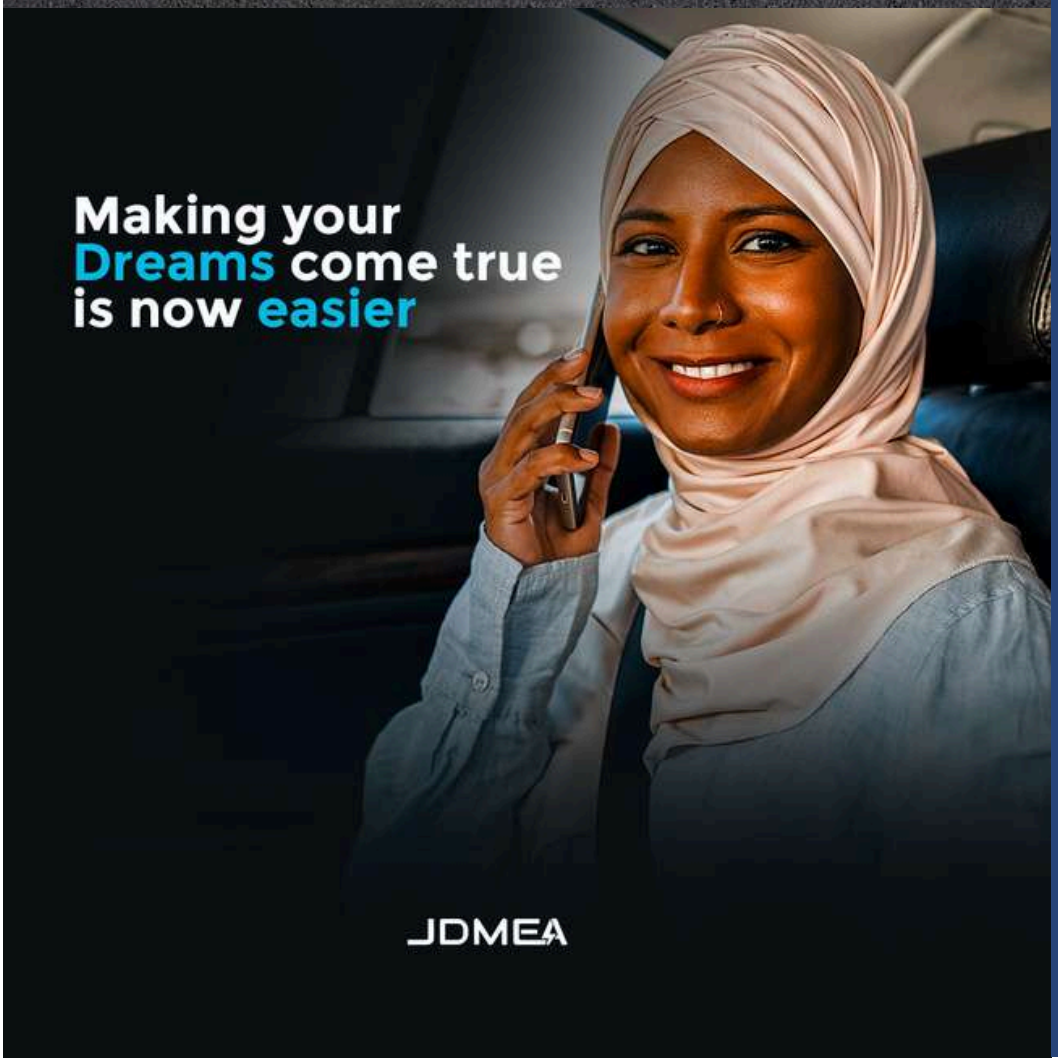

JDMEA


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Terms and Condition apply.


Making your
Dreams come true
is now easier
JDMEA

Client:
Armco Kenya

Service
Graphic Design/Website Design

Location
Kenya

Armco Kenya is a leading retailer of affordable home electronics and appliances, from TVs and refrigerators to kitchen gadgets and cooling fans. Pixel Foundry manages their e-commerce website and social media presence, keeping the brand active, consistent, and conversion-focused across every channel.

ARMCO

make your house, a home.



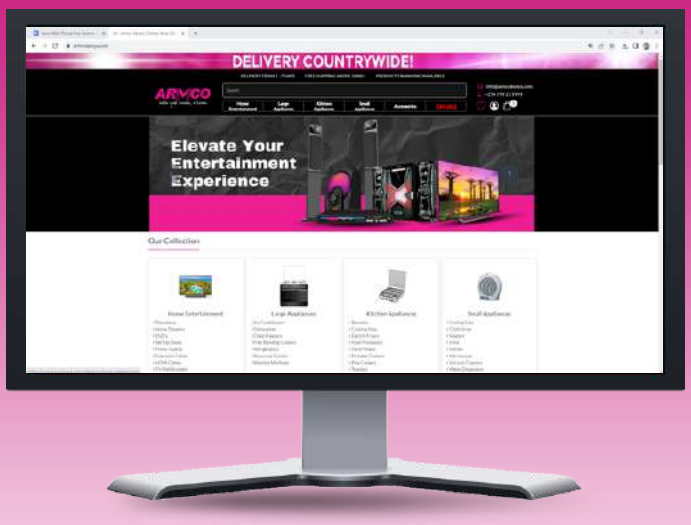
Introducing the Armco Design Odyssey:
Two Years of Innovation and Elegance

Website

Web Banners & Website.

Deliverables

Our portfolio showcases the seamless fusion of form and function. Each web banner is a visual symphony, capturing the essence of Armco's commitment to elevating lifestyles.

























Client:
Electromart Kenya

Service
Graphic Design/Website Design

Location
Kenya

Electromart is the retail arm of Somotex, bringing quality gadgets, appliances, and accessories to Kenyan shoppers online. Pixel Foundry handles their website and social media, driving the brand's digital visibility and helping their growing community of customers discover the best deals.

ELECTROMART

...Your World of Electronics



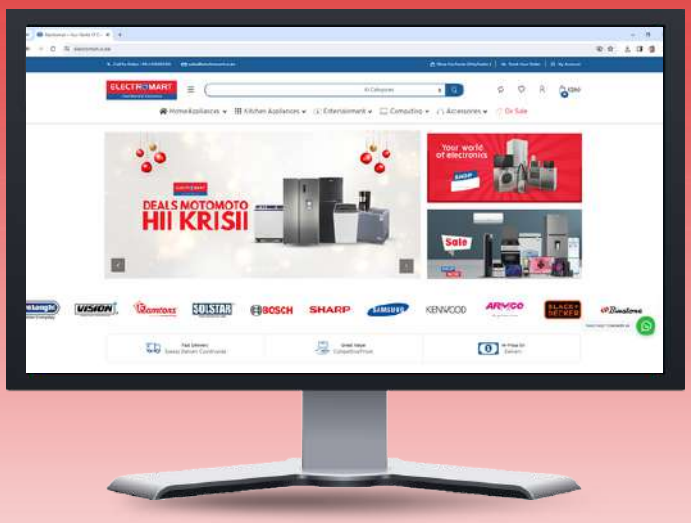
Introducing Electromarts Design Odyssey, Two Years of Innovation and Elegance

Website

Web Banners & Website.

Deliverables

Our portfolio showcases the seamless fusion of form and function. Each web banner is a visual symphony, capturing the essence of Armco's commitment to elevating lifestyles.

























Your World of Electronics at Electromart

ELECTROMART
www.electromart.co.ke



www.electromart.co.ke

ELECTROMART
www.electromart.co.ke

Shop Now
Lipa PolePole at
electromart.co.ke



Client:
Mika Kenya

Service
Graphic Design/Website Maintainance

Location
Kenya

Mika Appliances is a global brand that has grown to become one of Kenya's leading names in home appliances, founded in 2011 with a mission to make quality accessible. Available across 29 Azone showrooms nationwide, they offer everything from fridges and cookers to washing machines and fans. Pixel Foundry manages their website and social media, keeping the brand sharp and their audience engaged.

MIKA

It's a Wonderful World



Website

Web Banners & Website.

Deliverables

Mika appliances is global brand that has transitioned to become one of Kenya's leading brand in Home Appliances. The company inspired by the latest innovation in home appliances, commenced in 2011, to bring exciting and innovative home appliances of a high quality and yet affordable for all.

























Client:
Car n General

Service
Graphic Design/Website Maintainance

Location
Kenya

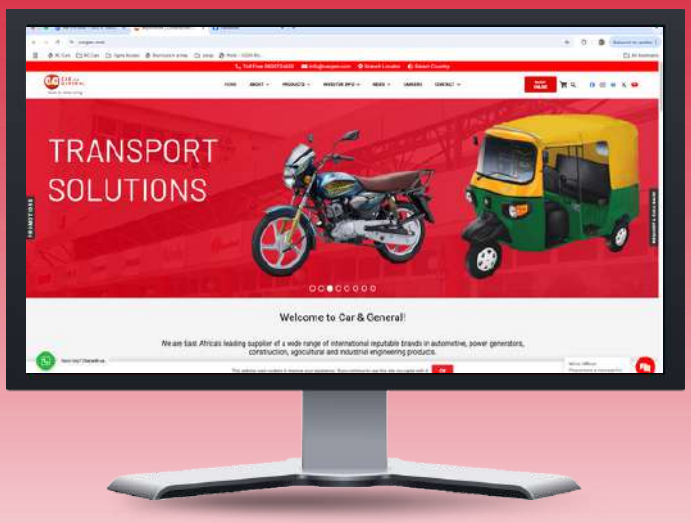
Car & General is East Africa's leading supplier of automotive, power generators, construction, agricultural, and industrial equipment. Founded in 1936 in Nakuru, they represent global brands like Cummins, Kubota, TVS, Garmin, and Briggs & Stratton across Kenya, Tanzania, Uganda, and Rwanda. Pixel Foundry manages their digital presence keeping a brand with 90 years of heritage sharp, visible, and relevant online.


C&G
CAR and GENERAL
Power for better living
Website

Web Banners & Website.

Deliverables

East Africa's leading supplier of a wide range of international reputable brands in automotive, power generators, construction, agricultural and industrial engineering products.







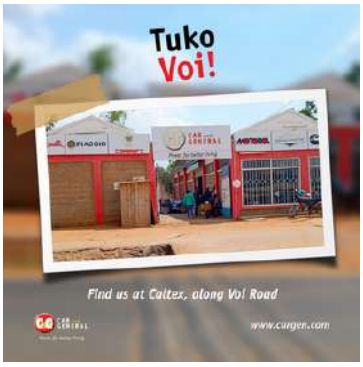


















Client:
Valencia Cosmetics

Service
Graphic Design/Website Maintainance

Location
Kenya

Valencia Cosmetics is a dynamic, customer-centric brand dedicated to providing high-quality skincare, haircare, and personal care products to Kenyan consumers. From lotions and creams to hair relaxers and household care, their online store brings everyday essentials to your door. Pixel Foundry manages their website and social media, helping the brand grow its community and connect with customers online.

Valencia
COSMETICS LTD

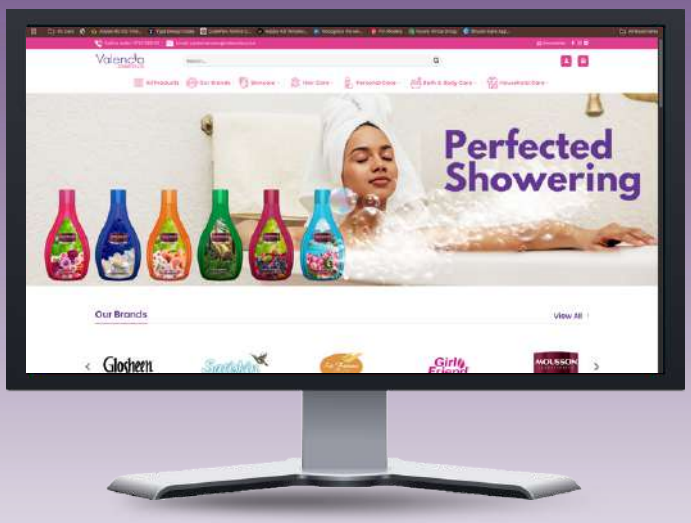


Website

Web Banners & Website.

Deliverables

East Africa's leading supplier of a wide range of international reputable brands in automotive, power generators, construction, agricultural and industrial engineering products.

























Valencia
COSMETICS LTD



www.valenciacosmetics.co.ke


Fresh
Starts
Here.
VEGAN
Girl Friend®
ROLL-ON DEODORANT
FRESH
Flower Enriched
www.valenciacosmetics.co.ke

Glosheen



Our Curl

Activator Hair Gel



Client:
Tunza Kids Academy

Service
Graphic Design

Location
Kenya

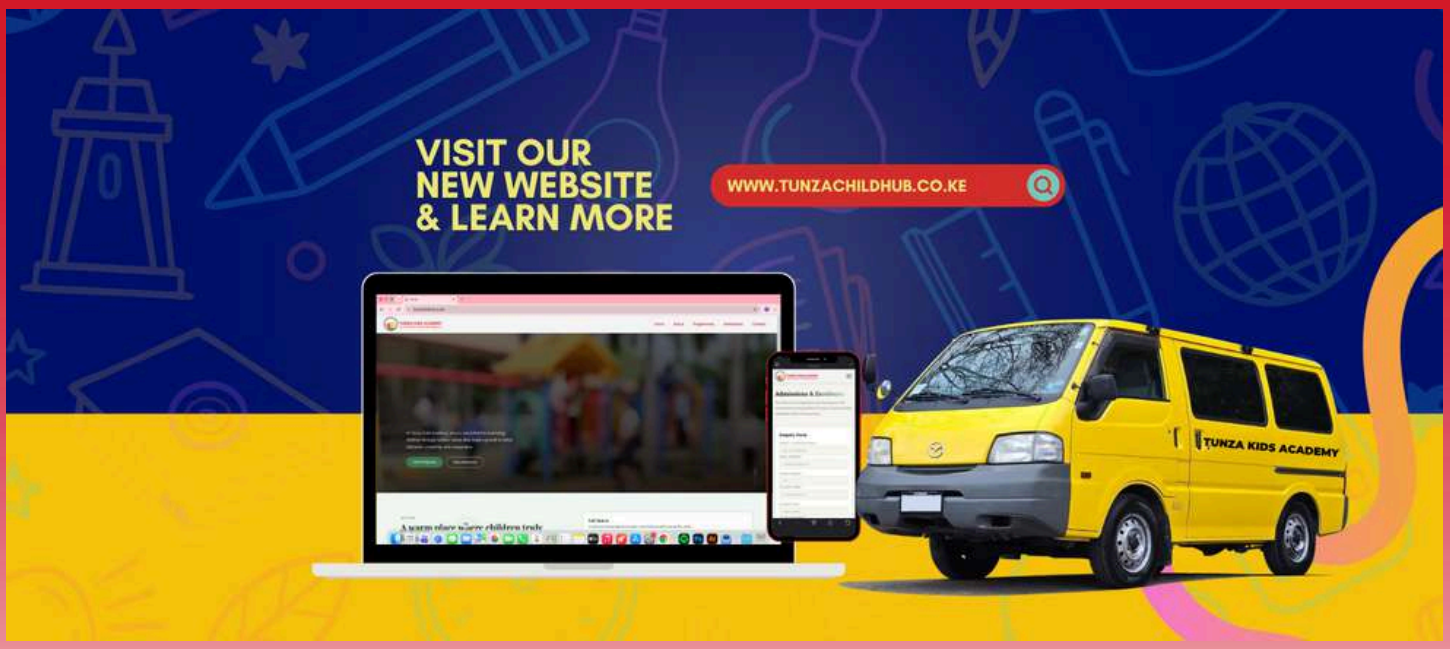
Tunza Kids Academy, a nurturing early childhood institution based in Nairobi, partnered with Pixel Foundry to take their social media presence from quiet to community-driven.

The brief was warm, vibrant, and full of life just like the kids they serve.
We built a social media strategy rooted in storytelling, crafting content that speaks directly to parents, celebrates young learners, and brings the Tunza experience to life online.

From milestone posts to event coverage, every caption and visual was designed to feel authentic, joyful, and trustworthy because parents don't just follow a school page, they look for a community they can believe in.

The result is a growing digital presence that reflects Tunza Kids Academy's heart a place where little minds are nurtured, seen, and celebrated every single day.


TUNZA KIDS ACADEMY
Nurturing for wholesome growth.
Website


VISIT OUR
NEW WEBSITE
& LEARN MORE
WWW.TUNZACHILDHUB.CO.KE
TUNZA KIDS ACADEMY


TUNZA KIDS ACADEMY
+254723051405
www.tunzachildhub.co.ke


TUNZA KIDS ACADEMY
What's in our Backpacks?
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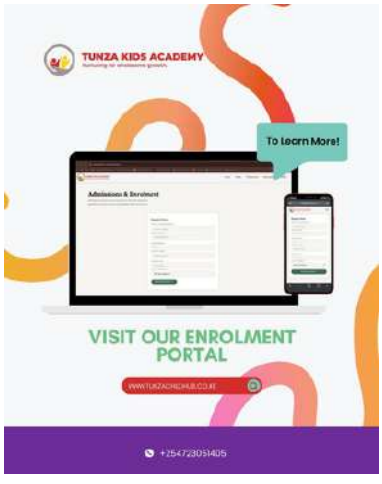

TUNZA KIDS ACADEMY
+254723051405
www.tunzachildhub.co.ke


TUNZA KIDS ACADEMY
Our School Uniform


TUNZA KIDS ACADEMY
WHAT
MATTERS
MOST when choosing a school?
A) Safety & Care
B) Curriculum
C) Location
D) Values Alignment.
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TUNZA KIDS ACADEMY
Our School Uniform


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OUR VISION
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TUNZA KIDS ACADEMY
VISIT OUR
NEW WEBSITE
& LEARN MORE

TOOLS & TECH

- Adobe Creative Suite
- Canva
- Google Business Suite
- Meta Business Suite
- WordPress
- AI tools (Antigravity,ChatGPT, Gemini, Claude Ai)

06

CLIENT ONBOARDING & FAQ's

07

Everything you need to know before we get started

How do I get started with a project?

Getting started is simple. Reach out to us via our contact form or email with a brief overview of your project what you need, your goals, and your timeline. We'll schedule a discovery call to align on scope and deliverables, then send over a formal proposal with pricing and next steps.

Do you require a deposit before starting work?

Yes. We require a 50% deposit on all projects before any work begins. This acts as a commitment fee that secures your spot in our schedule and covers the initial phase of work. The remaining 50% is due upon project completion and final delivery. We accept bank transfer, card payment, and mobile money.

How long does a typical project take?

Timelines vary depending on project scope and complexity. A brand identity package typically takes 2–3 weeks, while a full website design and build can take 4–8 weeks. We'll give you a clear timeline in your proposal, and we stay on schedule by keeping communication consistent throughout the process.

How many revision rounds are included?

Every project includes 2 rounds of revisions at no extra cost. Revisions are based on the agreed-upon scope — we welcome feedback and refinements, but scope changes or new directions beyond the original brief may be quoted separately. Additional rounds are available at an hourly rate.

Who owns the final files and designs?

Upon receipt of the final payment, full ownership of all deliverables transfers to you. You'll receive all final files in agreed formats (e.g. AI, PDF, PNG, SVG, or source files as applicable). We retain the right to showcase the work in our portfolio unless you request otherwise in writing and at a fee.

What if I need to pause or cancel my project?

Life happens, we get it. If you need to pause, just let us know and we'll hold your project for up to 30 days at no penalty. If you choose to cancel after work has begun, the 50% deposit is non-refundable as it covers time and resources already invested. Any work completed beyond the deposit value will be invoiced accordingly.

Contact

Pixel Foundry

+254704954744

pixel.foundryke@gmail.com

Website