Shem Nyachieo, MBA

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PROFESSIONAL SUMMARY

Senior Graphic Designer with an MBA and experience supporting **$100M+ in enterprise AI, cloud, and public sector initiatives** at AWS. Founded FalcoScan.com, designing its brand, website, dashboards, and user-experiences while translating complex data into clear visual decision ready visuals. **8+ years of experience** producing executive presentations, **technical illustrations**, digital campaigns, and visual systems while partnering with engineering, product, and government facing teams in regulated environments.

SKILLS

- **Graphic Design:** CONOPS Graphics, Mission Scenario Visualization, Capability Demonstrations, Technical Storytelling.
- **Technical Design:** Architecture Diagrams, OV-1 Operational Concept Graphics, System Workflows, Process graphics, AI/Autonomy Visualizations, Command & Control (C2) Concepts
- **Graphic Design:** Proposal Graphics, Technical Illustrations, Infographics, Branding, Information Design, Visual Narrative Development
- **Creative Strategy:** Design Systems, Brand Standards, Accessibility, Government Communications, **Section 508 Compliance**
- **Digital & Production:** Website Design, Landing Pages, Large Format Graphics, Trade Show Graphics, Marketing Collateral
- **Tools:** Adobe Creative Suite, Photoshop, Illustrator, InDesign, After Effects, Premiere Pro, Figma, PowerPoint, Keynote

PROFESSIONAL EXPERIENCE

FalcoScan Austin, TX
Founder and Graphic Designer March 2025 – Present

- Designed the FalcoScan brand, website, dashboards, and product interface using Figma, Claude Code, VS Code, Vercel, Supabase and google Auth. Organized 6,700+ AI products across 29 global markets into searchable visual experiences.
- Created website layouts, social media graphics, product demonstrations, and dashboard visualizations, increasing adoption to 973+ users, 985 sessions, and 4,300+ tracked user events.
- Interviewed users, tested wireframes, and designed dashboards that introduced automated reports, global metrics, and article summaries built from 200,000+ researched data points.

Protiviti Austin, TX
Graphic Design Consultant (Contract) March 2026 – July 2026

- Designed automated creative workflows supporting Vizient's enterprise brand refresh, producing 1,000+ digital assets while improving consistency across marketing communications.
- Worked with Vizient's Creative Director, engineers, and marketing leadership to document production workflows and automate 12 repetitive design tasks supporting enterprise branding.

Amazon Web Services (AWS) HQ2 Washington, D.C.
Global U.S. Government Graphic Designer August 2022 – March 2025

- Designed must-win public sector proposal presentations, **improved solution diagrams with engineers**, developed a system of Section 508 compliant defense graphics, and customer visuals supporting $100M+ in AWS AI, cloud, and Public Sector opportunities.
- Partnered daily with engineers, solution architects, sales leaders, and product teams to transform cloud architectures into technical illustrations for executive and government audiences.
- Organized 40,000+ reusable graphics, templates, icons, and technical illustrations into a global asset library for global distribution.

Amazon Air Wilmington, OH
Area Manager – People Manager (Learning & Development) April 2021 – August 2022

- Managed 48 employees**,** improving performance through operational planning, coaching, and process improvements.
- Developed onboarding programs for 400+ employees by establishing training workflows, and success metrics.

University of Cincinnati Cincinnati, OH
Adjunct Professor July 2019 – April 2021

- Taught 60+ students across four semesters in graphic design, typography, user research, presentation design, and aesthetics principles.
- Built semester-long curriculum covering design systems, research methods, prototyping, visual storytelling, and portfolio development.

BHDP Cincinnati, OH
Graphic Designer August 2018 – July 2019

- Designed presentation graphics, branded environments, technical illustrations, and marketing materials for using Adobe Creative Suite.

Gensler New York, NY
Graphic Designer June 2017 – August 2018

- Produced environmental graphics, branded experiences, and executive presentation materials supporting 60+ Fortune 500 clients.

EDUCATION

University of Cincinnati, Master of Business Administration (Product Management) Cincinnati, OH
University of Cincinnati, Bachelor of Science in Graphic Design (UI/UX) Cincinnati, OH