

Joseph Wachira

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• josephwachira.com

Senior UX Designer

Experienced **UX** and **CX Designer** with a demonstrated history of leveraging compelling research narratives to enhance product user experiences and drive tangible business outcomes. Over the past **9 years**, I have successfully combined my expertise in **UX, research, marketing**, and digital products to champion better customer experience for both **enterprise** and **consumer** products. As both an individual contributor and a manager, I have effectively **collaborated with global cross-functional teams** across different time zones, enabling me to excel in prioritizing opportunities and overcoming challenges. I possess a **proven track record** of designing for **emerging markets** and **establishing UX standards** in diverse industries (manufacturing, public sector, law, healthcare, telecommunication, etc.), and I am adept at **framing problems**, proposing solutions, and advocating for better customer experience.

WORK EXPERIENCE

Senior UX Design Consultant • Remote • Full-time

Independent

May 2023 – Present

- Led redesign for the new land management for a Real Estate firm targeting an estimated 60% faster title facilitation.
- Conducted Design Thinking training for Kenya Department of Justice's Legal Aid team with an aim to improve their service delivery and problem-solving skills to the marginalized communities.
- Offered UX and CX advisory to a boutique fund investments manager in Nairobi aiming to serve sophisticated High-Net-Worth Individuals and Institutions.

Senior UX Researcher & Product Designer • Remote

MTN South Africa (via Helm)

Aug 2022 – Apr 2023

- Orchestrated research based user-centric feature design, leading to a notable 22% increase in resolving customer risk assessment completion rates on MTN's Case Management platform.
- Led UX Research and design for new product features, collaborating seamlessly with cross-functional teams and external partners to ensure cohesive user experiences.
- Streamlined product delivery timelines by 50% through the introduction of rapid prototyping methods, enabling the timely launch of a new data insights management dashboard.
- Established foundational frameworks and interaction patterns, setting the stage for consistent design standards across the group risk management platform.
- Effectively communicated and persuaded executive engineers, Product Managers, data scientists, and marketing stakeholders, driving alignment and successful project outcomes.
- Mitigated constraints and prioritized opportunities across organizational boundaries, contributing to successful product launches and positive user feedback.

Principal Designer • Nairobi, Kenya

Inkeza

Jan 2019 – Jul 2022

- Catalyzed significant funds for a leading cookstove manufacturer by leading UX Research to uncover key insights in designing a platform for auctioning their carbon credit portfolio, enabling innovative factory infrastructure growth.
- Facilitated rapid regulatory approval for a veteran Investment Bank's FX Brokerage firm within 6 months through persuasive brand and presentation design that was backed by UX research.
- Collaborated with client product management and engineering teams to optimize user research, user flows and information architecture for complex tasks, enhancing user experience intuitiveness.

Lead Designer • Nairobi, Kenya

Cytonn Investments

Jan 2017 – Dec 2018

- Pioneered and nurtured a 10-member design and user research team, achieving a remarkable 90% increase in product usability within 12 months.
- Realized over \$100,000 in annual expense reduction by establishing an internal creative production team through strategic upskilling efforts.
- Instrumental in achieving a 4.5-star rating on native fund management apps, contributing to the company's recognition with the 2018 International Finance Magazine Awards for Best Alternative Investment Manager.
- Integrated user research seamlessly into product design and strategy through collaborative efforts with cross-functional teams.

Product Designer • Nairobi, Kenya

Cytonn Investments

Jan 2016 – Jan 2017

- Drove a notable 32.5% growth in user engagement for an Investment Management platform by employing user-centered design methods throughout the concept-to-execution phase.
- Collaborated synergistically with engineers and business system analysts, resulting in on-time and budget implementation of new products and features, and subsequently, a 20% increase in revenue.

Marketing Designer • Nairobi, Kenya

Cytonn Investments

Aug 2015 – Feb 2016

- Innovated client engagement campaigns, yielding a 30% improvement in client retention and a 20% increase in new client acquisitions.
- Aligned marketing collateral with client needs and business objectives in collaboration with cross-functional teams, driving a 25% boost in client satisfaction scores and a 15% rise in sales revenue.

Web Designer • Nairobi, Kenya

Mulbison Technologies

Feb 2014 – Nov 2014

- Crafted pixel-perfect graphic assets for client websites, enhancing visual appeal and engagement.
- Implemented WordPress CMS, empowering clients to independently update their websites with minimal assistance.

Freelance Web Designer

Folyo

Nov 2013 – Jul 2015

- Supported research studies by conducting user interviews, analyzing data, and contributing to report writing.
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EDUCATION

UX Design

Treehouse

Feb 2016

Associate of Science in Business Administration

UoPeople • United States

Aug 2023 – Dec 2024

CERTIFICATIONS

Design Thinking

IDEO/ExperiencePoint, South Africa

Leadership & People Skills Development

Training Solutions, Kenya

Webflow Experts Certification

Webflow

Project Management for Designers

LinkedIn

Leading Virtual Meetings

LinkedIn

Organizational Thought Leadership

LinkedIn

Creating a Culture of Collaboration

LinkedIn

Strategic Thinking

LinkedIn

SKILLS

Accessibility, Design Systems, Design Thinking, Experience Strategy, Information Architecture, Project Management, Prototyping, Social Networking, Sprint Facilitation, Stakeholder Management, Task Analysis, Team Leadership, User Journeys, User Research, UX Design, UX Writing, Verbal Communication Skills, Visual Design, Wireframing, Written Communication Skills