

# Joseph Wachira

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## Lead Product Designer

I am a seasoned Product Designer specializing in UI/UX design with a track record of creating user-centered designs that align with business requirements. With **9 years of experience**, I have successfully translated requirements into design systems, style guides, and attractive user interfaces backed by data and user research. I bring a proven ability to troubleshoot UX challenges and employ innovative approaches to enhance responsiveness, usability, and ensure seamless customer interaction within your products. I have been both an effective individual contributor and a proactive team leader responsible for building high-performing, agile design teams. I have successfully collaborated with product management, engineering, and project delivery stakeholders to gather business requirements, conduct user research, and translate that into features that enhance product performance and customer experience.

## WORK EXPERIENCE

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### Lead Product Design Consultant • Remote • Full-time

Inkeza

May 2023 – Present

- Led Astoria project delivery team in spearheading the redesign of their land management platform, achieving a targeted 60% faster title deed 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.
- Owned design strategy and led interface development for an investments and fund management firm's wealth management product; aimed at facilitating communication and tracking of customer funds with native AI features.

### Senior Product Designer • Remote • Full-time

MTN South Africa (via Helm)

Aug 2022 – Apr 2023

- Led a data-driven approach to feature design, resulting in an impressive 22% boost in customer risk assessment completion rates.
- Streamlined product delivery timelines by 50% through the introduction of rapid prototyping methods, enabling the timely launch of a new data insights management dashboard.
- Led redesign of the search UI for MTN in-store sales platform to improve the UX and empower the store agents to serve customers faster and offer customers the best fixed data plans. This resulted in an 18% increase in the uptake of new fixed plans.
- Collaborated with TransUnion to design and implement a bank statement retrieval to reduce fraudulent MTN SIM & Device Contract sales linked to Capitec Bank.

### Principal Designer • Nairobi, Kenya • Full-time

Inkeza

Jan 2019 – Jul 2022

- Collaborated with BURN Manufacturing commercial and marketing teams in leading a team to design tools and processes for facilitating Carbon Credit sales and reporting directly to the CEO.
- Led design strategy for 2 Fintech firms, AKN Investments & Investcents, helping facilitate CMA regulatory approval through persuasive brand and presentation, and customer experience design.
- Hired and onboarded 4 product and marketing team members while leading successful knowledge transfer from external consultancies to internal teams without disruption.
- Managed design strategy, research, and UI design for a marketplace and eCommerce platform, delivering against an aggressive roadmap.

## **Lead Designer** • Nairobi, Kenya

### **Cytonn Investments**

**Jan 2017 – Dec 2018**

- Led UX/UI and Innovation teams; scaled department to 12 members with responsibility for the user experience for investments management platform running KShs. 12 billion of AUM.
- Realized over \$100,000 in annual expense reduction by establishing an internal creative production team through strategic upskilling efforts.
- Hired, onboarded, and led a design org of 10 (UX/UI and Marketing Designers) responsible for 100% of digital customer experience roadmap definition and delivery.
- Spearheaded an inaugural innovation team and led company-wide innovation training, creating alignment around strategic priorities to deliver growth in the org's mission.

## **Product Designer** • Nairobi, Kenya

### **Cytonn Investments**

**Jan 2016 – Dec 2016**

- Drove a notable 32.5% growth in user engagement for the Investment Management platform by designing and introducing the mobile version of the platform to facilitate easier self-tracking of customer funds.
- Collaborated with engineers, business system analysts, and concerned teams in identifying fit for purpose technologies solutions, resulting in on-time and budget implementation of new products and features.

## **Marketing & UX/UI Designer** • Nairobi, Kenya • Full-time

### **Cytonn Investments**

**Aug 2015 – Dec 2015**

- Collaborated with sales and marketing teams in innovating client engagement campaigns, yielding a 30% improvement in lead conversion.
- Aligned marketing collateral with client needs and business objectives, driving a 25% boost in client satisfaction scores.
- Collaborated with marketing services agency, J. Walter Thompson and Scanad, as the internal design liaison in developing and executing the popular Cytonnaire campaign that spanned across print, TV, OOH, and digital media.

## **Freelance Web Designer** • Remote • Part-time

### **Folyo**

**Nov 2013 – Jul 2015**

- Worked with various clients to translate requirements into style guides and attractive user interfaces.
- Designing UI elements such as input controls, navigational components, and informational components for websites and email newsletters.
- Implemented website layout designs into live prototypes using HTML, CSS, and JavaScript.
- Supported research studies by conducting user interviews, analyzing data, and contributing to report writing.

## **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.

## EDUCATION

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## **Associate of Science in Business Administration**

UoPeople • United States

**Aug 2023 – Dec 2024**

## **UX Design**

Treehouse

**Jan 2012 – Feb 2016**

## CERTIFICATIONS

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### **Design Thinking**

IDEO/ExperiencePoint, South Africa

### **Leadership & People Skills Development**

Training Solutions, Kenya

### **Membership Certificate**

Interaction Design Foundation

### **Webflow Experts Certification**

Webflow

### **Project Management for Designers**

LinkedIn

### **Leading Virtual Meetings**

LinkedIn

### **Organizational Thought Leadership**

LinkedIn

### **Strategic Thinking**

LinkedIn

### **Creating a Culture of Collaboration**

LinkedIn

## SKILLS

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Accessibility, Design Systems, GPT Prompting, Google Workspace Tools, Graphic Design, HTML & CSS, Information Architecture, Interaction Design, Miro, Mobile Design, Project Management, Prototyping, Sprint Facilitation, Stakeholder Management, Team Leadership, UI/UX Design, UX Writing, User Flows, User Journey Analysis, User Research, Visual Design, Wireframing

**Tools:** Adobe Creative Suite, FigJam, Figma, Google Workspace Tools, Optimizely, Sketch, UserZoom, Whimsical