Joseph Wachira

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Senior Product Designer

Senior UX/Product Designer with 10 years of experience delivering user-centered design solutions across consumer and B2B sectors, including financial services, telecom, energy, healthcare, and the public sector. Proven ability to lead and mentor design teams, develop design systems, and collaborate with global cross-functional teams. Expert in user research, wireframing, prototyping, and usability testing, with extensive experience in Figma. Very skilled at prioritization and aligning business goals with innovative UX solutions to drive product success, both in consumer and enterprise applications. Passionate about creating intuitive, impactful digital experiences that improve lives and boost business outcomes while excelling in Agile environments.

WORK EXPERIENCE

Lead Product Design Consultant • Full-time
Inkeza • Remote   May 2023 - Present

- Led the end-to-end design process for Sopami Technologies' enterprise traceability software, driving UX research, wireframing, prototyping, and usability testing to deliver a product that provides real-time visibility into agricultural supply chains. This solution improved quality control, regulatory compliance, and consumer trust for a multinational firm in Madagascar.
- Spearheaded brand naming and pitch development, aligning business goals with innovative design strategies for Sopami's market rollout in East Africa, leading to increased sales and market penetration.
- Collaborated with AKN Investments CEO to update branding guidelines and develop a digital innovation strategy that offers customizable investment solutions aimed at maximizing returns for institutional investors, SMEs, and individuals.
- Designed a CRM web application for Astoria Real Estate, simplifying the customer sales tracking process and improving title deed issuance, which boosted operational efficiency and transparency.
- Conducted Design Thinking workshops for Kenya's Department of Justice Legal Aid team, enhancing service delivery and problem-solving skills for marginalized communities.
- Mentored 5 junior designers in a 3-month training program, providing leadership, guidance, and professional development in UI/UX design, prototyping, and best practices for design systems.
- Consulted for an investment and fund management firm, providing design leadership and critique for their digital user experience strategy, enhancing interaction design and visual design for their wealth management platform.

Senior Product Designer • Full-time
MTN South Africa (via Strider Digital & HELM) • Remote   Aug 2022 - Apr 2023

- Collaborated with designers, solution architects, engineers, and business stakeholders to redesign the UI of MTN's legacy systems, improving the customer onboarding process and overall service experience, which resulted in increased customer satisfaction and operational efficiency.
- Contributed to the development and refinement of the MTN iLula and Case Management platforms' design systems, ensuring consistency and scalability across multiple product interfaces.
- Redesigned the deal search UI for MTN's in-store sales platform, leading to an 29% increase in customer uptake of new fixed data plans by simplifying the search process and enhancing the overall user experience.
- Delivered a rapid prototype of the Insights Dashboard for MTN's Case Management platform, providing real-time analytics. Completed the project within two weeks, significantly improving stakeholder decision-making and reducing project delays.

- Designed the Document Upload feature for MTN iLula, integrating TransUnion's Optical Character Recognition (OCR) technology to validate KYC documents, resulting in reduced fraud and shortened customer onboarding times.
- Designed the Bank Statement Retrieval process, allowing secure retrieval of bank statements directly from customers' banks, eliminating the need for file uploads and significantly reducing fraud cases, particularly related to Capitec Bank accounts.
- Led and conducted UX research, including user interviews, analysis, and synthesis across multiple projects, either as the project lead or in collaboration with cross-functional teams.

Principal Designer · Full-time
Inkeza LLP · Nairobi, Kenya   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
Cytonn Investments · Nairobi, Kenya   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
Cytonn Investments · Nairobi, Kenya   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 · Full-time
Cytonn Investments · Nairobi, Kenya   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 · Part-time
Folyo · Remote   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 HTLM, CSS, and JavaScript.
- Supported research studies by conducting user interviews, analyzing data, and contributing to report writing.

Web Designer
Mulbison Technologies • Nairobi, Kenya   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

Associate of Science in Business Administration
UoPeople • United States   Aug 2023 - Apr 2025

UX Design
Treehouse   Jan 2012 - Feb 2016

CERTIFICATIONS

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

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

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

PROJECTS

View my featured projects on my portfolio, linked below:

https://josephwachira.com/portfolio.pdf