Lewis Kang'ethe Ngugi

Product & UX Designer, Nairobi (Remote)

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EXPERIENCE

Product Designer | Lookback.io, Palo Alto & Stockholm (Remote)
December 2020 - Present | B2B SaaS technology startup
The customer research platform for usability testing and interviewing to not only produce more usable products, but also ensures humanity is at the core of every product decision.

- Working as a lead product / ux designer developing new products (Mobile Tasks product) and features to address unmet customer needs.

Senior Product Designer | Liberate, Brooklyn (Remote)
January 2022 - Present | B2C SaaS wellness startup
The subscription-based meditation app designed for the Black, Indigenous, and People of Color community with curated content from 40+ BIPOC teachers with a diverse background.

- Improving current product offering and features to address unmet customer needs.

Project Evaluator, UI/UX Design | Springboard, San Francisco (Remote)
August 2021 - April 2022 | B2C SaaS education startup
The online and self-paced learning platform that prepares students for the tech industry's careers with comprehensive, mentor-led online programs in UI/UX design and more.

- Reviewed 100+ students' projects and provided detailed feedback using the rubrics provided where ~72% found a job within 55 days.

Product/UX Designer | Kwara GmbH, Nairobi
May 2019 - December 2020 | B2B2C SaaS fintech startup
The first shared digital banking platform for Savings and Credit cooperatives (also known as Community Banks and Credit Unions) and trusted by over 10 clients and 27,000 members.

- First Designer; established Kwara's Design Principles and Design System.
- Designing and prototyping new features for the Kwara Digital Banking Platform and Member app under agile sprints.
- Extending the strategic direction of the first digital design system to align the look and feel of all Kwara digital properties and as they meet heuristic standards.
- Leading visual design and UX including the development of style guides, user flows and present to the team.
- Developed personas, user stories, and journey maps through ethnographic and generative research.

User Experience Specialist | Safaricom PLC - Innovation Lab, Nairobi
April 2018 - March 2019 | Public Telecommunications company
The leading communications company in Africa with 35.6 million subscriptions and the pioneer of M-PESA, the world's most developed payment system.

- Conducted qual and quant research studies to iterate Bonga and other products with developers and Product Managers.
- Consulted stakeholders, conducted user interviews, mapped key user journeys and created prototypes for web, mobile, and emerging technologies.
- Developed internal UX processes, improving the effectiveness of resources.
- Handpicked to plan and execute Talks At Alpha, a regular speaker series, with an average attendance of 70 people per meetup and hosted 3 meetups.

EDUCATION

Jomo Kenyatta University of Agriculture and Technology, KE
January 2012 - September 2015
Bsc. Information Technology.

Udacity
March 2020 - May 2020
Digital Marketing, Nanodegree

Udacity
March 2020 - May 2020
Marketing Analytics, Nanodegree

d.MBA
September 2019 - October 2019
MBA, Business Design

COURSES

CoSchedule April 2020 - April 2020
Agile Marketing

IDEO U January 2019 - February 2020
Human Centred Service Design.

FreeCodeCamp March 2017 - Present
Full Stack Web Development.

Google November 2018 - November 2018
UX Masterclass.

+Acumen & IDEO.org August 2016 - October 2016
Design Kit: The Course for Human-Centered Design.

TOOLS

Sketch, Adobe, InVision, Maze, Pen & Paper, Figma, Overflow, Zeplin, Balsamiq, Appsee, Hotjar, ActiveCampaign, Unbounce, Google Analytics, Google Tag Manager, Hootsuite, Hubspot, Google Optimize, SEMrush, Moz, Illustrator, Photoshop, InDesign, Framer.

LinkedIn | Behance | Dribbble | Blog

EXPERIENCE

User Experience Designer (contract) | Skyline Design, Nairobi
January 2018 - March 2018 | Human Centered Design Agency

Youth-led tech company that designs bespoke human-centred websites and handles corporate branding for giant orgs such as iHub, Kenya Airports Authority, Aga Khan University and others.

- Influenced key business decisions through the Design Sprint process acting as both facilitator and designer.
- Introduced the broader team to research and prototyping tools and best practices for more engaging interactions.
- Performed generative and evaluative research to explore, identify and address business breakdowns and users' pain points.

UI & UX Designer (contract) | Cellulant Corporation, Nairobi
December 2017 - January 2018 | B2B, B2C fintech startup

The one-stop payments platform in Africa enabling customers to pay and get paid in 34 countries processing 12% of Africa's digital payments today.

- Developed a new feature for Mula, a payments product by conducting user interviews and building personas with the customer care and marketing teams.
- Participated at every stage of the product user experience lifecycle, including product & feature ideation and definition, rapid prototyping and testing.

User Experience Designer | Capital FM 98.4, Nairobi
January 2017 - July 2017 | Entertainment company

The first interactive radio station dominating 45% of the market share and hosts events that mobilize close to 15,000 participants from across the nation.

- Assisted with radio and events department in designing promotions for client campaigns.
- Developed a new business news section for gender, technology and politics section on their main website.
- Achieved the launch of Two Rivers Mall by designing visually stunning pitch decks for the business development team.

Creative Designer | ARK Africa, Nairobi
April 2016 - October 2016 | Design strategy and innovation firm

The award-winning design firm with clients like Nike, MTN, Government of Kenya, Stanbic, Twiga, BRCK and others creating and strengthening brands n the global stage for over a decade.

- Adapted human-centred design approach to create the ARK Africa's website and redesign Java House restaurant menu, focusing on user requirements and product & business goals.
- Collaborated with various teams and project stakeholders by ensuring all branding, print, and environmental design projects adhere to client specifications and deliver products.

Web & Graphic Designer | Riverbank Solution, Nairobi
September 2015 - April 2016 | B2B, B2C Payments technology company

The fintech company that develops lucrative tech in the last 12 years by partnering with organizations (9000+ customers) to deliver competitive edge to institutions in 7 African regions.

- Individually owned the entire design process for the Teke Taxi branding and product (mobile and web app) experience.

VOLUNTEER

Design Mentor | adplist.org
April 2021 - Present

- Mentored, coached, and empowered the 10+ individuals across Africa as the next generation of designers and researchers.

Professional Mentor | KamiLimu
September 2021 - Present

- Mentoring 2 tech univeristy students through their curated mentorship program in Kenya.

UX Mentor | Akiliplus
April 2019 - April 2020

- Showcased a scalable guide on the hiring of entry-level UX practitioners in the industry.

Africa Community Lead | Fearless
July 2020 - March 2021

- Increased Africa and its independent chapters in Mauritius and South Africa membership by 5%.
- Featured on the "Get Together" podcast (acquired by Substack) discussing "Connecting designers across Africa during COVID-19".
- Presented a talk "The designer role in a startup" at the Hatch by Founders Factory Africa.

Co-Organizer | Saccology
August 2019 - December 2020

- Led team in growing the community, from 0 - 600.

ProductTank Co-Organizer | Mind The Product
September 2018 - July 2020

- Led team in growing the online community, from 15 to more than 1600+ now, successfully run 24 meetups with an average attendance of 70+ members and partnering with a Sponsor.
- Rendered exceptional support in the extension of a brand identity and awareness of the ProductTank Nairobi as a local leading Product Community.

Co-Lead | Facebook Developer Circle: Nairobi
October 2017 - May 2020

- Design all visual artwork within the constraints of Facebook's design system.
- Grown the online community, from 500 to more than 2,500+ and supporting with design.

LinkedIn | Behance | Dribbble | Blog