

Lewis Kang'ethe Ngugi

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Current role	Senior Product Designer at HubSpot
Experience	B2B, Internal tools, Productivity, Marketing, Lead generation, Content, Customer service, Sales, Market research, Subscri...
Technologies	Looker, Figma, Hubspot, GSuite, Amplitude, Slack, Asana, Adobe Creative Suite, macOS, Overflow, Intercom, Whimsical, Miro...

Right now I'm learning...

More about product psychological principles to build better products and designing solutions to leverage AI for users.

Work experience

Senior Product Designer, [HubSpot](#)

Oct 2022 - Present (2y 11m)

Help millions of organizations grow better.

B2B · Internal tools · Productivity · Marketing · Lead generation · Content · Customer service · Sales

Looker Figma Hubspot GSuite Amplitude Slack Asana

- Led end-to-end strategy and design for Customer Support experience, achieving 50%+ digital resolution rate with AI-powered Chat experience and enhancing internal team productivity through Service Hub Help Desk optimization.
- Led QL framework and conversion strategy resulting in first-ever MRR via strategic upgrade flows and user segmentation.
- Created UMUX-lite measurement framework organization-wide, impacting core product feature freeze and receiving Q4 Company-wide HEART Award.
- Led A/B testing framework for growth experiments, yielding an increase in user activation rates with content optimization such as welcome dynamic messages and message optimization.
- Designed and launched AI-powered Email Assistant delivering strong performance metrics in operational efficiency, customer satisfaction and digital resolution rates while maintaining seamless human escalation paths for HubSpot customers.

Senior Product Designer, [Lookback](#)

Dec 2020 - Sep 2022 (1y 9m)

Customer research platform for usability testing.

B2B · Market research · Subscription · SaaS · Video · Product

Adobe Creative Suite macOS Figma GSuite Overflow Intercom Whimsical Miro

- Led product design for the ideation through launch of Lookback's new Unmoderated, step-by-step remote desktop & mobile research product (Mobile Tasks product).
- Led product design for the ideation through launch of Lookback's new upload research sessions functionality.
- Led the design of continuous improvements to the Lookback platform through direct impact and collaboration across several teams.
- Contributed to the improvement of design operations at Lookback of the design team processes.

- Conducted research with UXR to understand our customers and validate the viability of concepts and the usability of solutions.

Senior Product Designer, Liberate

Jan 2022 - Aug 2022 (7m)

Meditation app for BIPOC community with curated content.
B2C · SaaS · Wellbeing

Figma Slack Zoom

- Led product design from the ideation through launch of Liberate's new podcast product.
- Led the design of continuous improvements to Liberate mobile app through direct impact and collaboration with the PM, CEO and Engineering lead.
- Contributed new components and design guidelines to Liberate's design system.

Seasonal Design Mentor and UX Facilitator - COOPEN program, Mettā

May 2021 - Jun 2022 (1y 1m)

Open innovation program for Italy & Africa.
Sustainability · Training

Figma Miro Zoom

- Led the reshaping of the design and user-centricity within the Valuebin.earth, Lentera (CropHQ) and AfyaRekod products collaborating with their CEO, CTO/Technical Lead and/or UX/UI Designer through:
- Coaching Design Thinking best practices.
- Facilitating team alignment sessions.
- Prioritizing tasks based on a user-centered approach, defined use cases, features' functionality, and create wireframes.

Project Evaluator, UI/UX Design, Springboard

Aug 2021 - Apr 2022 (8m)

Mentor-led online learning platform for the tech industry.
B2C · Education · SaaS

Figma GSuite Slack

- Reviewed 100+ students' project and provided detailed feedback using the rubrics provided where ~72% found a job within 55 days.
- Ascertained whether students' projects (hi-fidelity mockups, case studies, and compiled portfolio) are at and industry standard for an entry-level position in UI/UX

First Product/UX Designer, Kwara

May 2019 - Dec 2020 (1y 7m)

Digital baking platform for Community Banks & Credit Unions.
Fintech · B2C · Credit Scoring · B2B · Banking · Personal finance · Financial Services · SaaS

Adobe Creative Suite Google Analytics Figma Abstract Hubspot Overflow Hotjar Slack

- Established Kwara's Design Principles and Design System.
- Designed and prototyped new features for the Kwara Digital Banking Platform and Member app under agile sprints.
- Extended 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.
- Lead visual design and UX including the development of style guides, user flows and presented to the stakeholders for buy-in.
- Developed personas, user stories, and journey maps through ethnographic and generative research.

User Experience Specialist - Innovation Lab, **Safaricom PLC**

Jan 2018 - Mar 2019 (1y 2m)

Leading communications company in Africa, creator of M-PESA.

B2C · Retail · B2B · Enterprise · Payments · Lending · Financial Services · Telecommunications

Sketch · Invision · Zeplin · GSuite · Balsamiq · Trello · Zoho

- 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.
- 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.

UX & UI Designer, **Cellulant**

Dec 2017 - Jan 2018 (1m)

One-stop payments platform in Africa.

Fintech · B2C · B2B · Personal finance · Payments

Adobe Creative Suite · Sketch · Balsamiq

- Developed a new feature for Tingg (formerly Mula), a payments product by conducting user interviews and building personas with the customer service team and marketing teams.
- Participated at every stage of the product user experience lifecycle, including product & feature ideation and definition, rapid prototyping and testing.
- Engaged with Product Managers, Product Owners & developers sharing product ownership, and participating in the development process from conceptualization, through design, development, testing, release, and maintenance. Researching and tracking advancements in web and mobile application design patterns following and understanding trends in the mobile and web industries.
- Created concepts of the organisation's websites and Mula android app to help define the best possible experience, while supporting business objectives and customer feedback by providing usability recommendations based on user testing and user behaviour.

User Experience Designer , **Kazi+**

Nov 2016 - Dec 2017 (1y 1m)

Connects startups with top tech talent in East Africa.

Recruitment · Training

Photoshop · Illustrator · Slack

- Led the company's rebranding and redesign of marketing assets resulting in a highly competitive unified product and marketing tool, and increase in user acquisition and retention.

User Experience Designer, Capital FM Kenya

Dec 2016 - Jul 2017 (7m)

First interactive radio station in Kenya.
Entertainment · Digital Media · Events · Media

Photoshop GSuite Balsamiq

- 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.
- Designed Koroga Festival marketing campaigns across physical and digital touch points.
- Designed special day digital campaigns to commemorate artists as well as run awareness drives in the healthcare space.

Creative Designer, ARK Africa

Apr 2016 - Oct 2016 (6m)

Award-winning design firm with clients like Nike.
B2B · Design · Agency · Web Design

Adobe Creative Suite Sketch GSuite

- Collaborated with various teams and project stakeholders by ensuring all branding, print, and environmental design projects adhere to client specifications and deliver products.
- 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.
- Defined the design system is based off of the two defining traits in the mark; the calligraphic strokes in the foreground and the bright splashes colour that create the background for Mestil Hotel & Residences in Uganda.
- Assisted in integrating a full range of coordinated environmental cues for Mèstil Hotels & Residences (Circulation flows in public areas and in restricted areas) and Britam Towers to trigger orientation system (cognitive Maps) resulting in the most successful wayfinding using accessible signtype guidelines to respond to the needs of each user.

UX & UI, Graphic and Web Designer, Riverbank Solutions Ltd

Sep 2015 - Mar 2016 (6m)

Payments tech company providing solutions to orgs in Africa.
Fintech · B2B · Payments

Adobe Creative Suite Sketch GSuite Balsamiq

- Owned the entire design process for the Teke Taxi branding and product (mobile and web app) experience.
- Drove the payments business by operationalizing creative processes, restructured team as agile, and established mentoring and peer review sessions resulting in optimized workflow, accurate project sizing, and boost in team collaboration and creative brainstorming.
- Led the UX and visual redesign of the existing Android mobile apps and web apps which increased user adoption and engagement.
- Worked with senior level management, who were closely connected with the sales and technology team.

Microsoft Certified Management and ICT consultancy firm.

B2B · Enterprise · Consulting

Azure

Active Directory

- Initiated other major projects that led the company to claim competencies in Small and Midmarket Cloud Solutions, Cloud Productivity, Cloud Platform and Cloud Customer Relationship Management.
- Deployment of Azure Active directory connect (AADC) for the Synchronization of On prem AD and Password synchronization, deployed new Office 365 tenant for the Customer and Exchange Hybrid solution for the Enterprise customers, and implemented PBX integration and Direct SIP connectivity with third party PBX and end points like CISCO, POLYCOM, AVAYA etc.
- Assisted with the Sarove Hotels project for staging and migrating On premises Microsoft Exchange to Microsoft Office 365 cloud, and Microsoft Lync to Microsoft Cloud.
- Managed the Hybrid deployment of Exchange 2013, Skype for Business and Office 365.

Education

+Acumen & IDEO.org

Design Kit: The Course for Human-Centered Design

- During this course, as Team Clever Clogs, we discovered the needs of users, designed, test the prototype (Able Cane) with the visually impaired community through the creative human-centred approach to problem solving.

freeCodeCamp

Certification Full Stack Web Development

Udacity

Mar 2020 - May 2020 (2m)

Nanodegree Digital Marketing

Udacity

Mar 2020 - May 2020 (2m)

Nanodegree Marketing Analytics

Co-Schedule

Apr 2020 - Apr 2020 (1m)

Agile Marketing

- Credential ID cert_hy0yxnqy

d.MBA

Sep 2019 - Oct 2019 (1m)

Professional Certification Masters in Business Design

IDEO U

Jan 2019 - Feb 2019 (1m)

Professional Certification Human Centred Service Design

- Credential ID 4663-467543

Undergraduate Degree Bachelor of Science in Information Technology

Snippets

Design Mentor at adplist.org @ adplist.org

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

Professional Mentor at KamiLimu @ www.kamilimu.org

An award-winning mentorship program for Tech university students in Kenya. I mentored 2 tech univeristy students through their curated mentorship program in Kenya.

UX Mentor at Akiliplus @ akiliplus.com

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

Africa Community Lead at Fearless @ www.linkedin.com

- 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 at Saccology Community @ saccology.activehosted.com

- Led team in growing the community, from 0 - 600 in 2 months.
- Managed overall community acquisition strategy to increase member registration and activity during a period in which community grew by over 374% in 2 weeks through an affiliate campaign with Hivisasa.
- Develop and implement revised content strategy for flagship community newsletter.
- Writing and scheduling complementary social media posts for content and other relevant editorial content.
- Design brand assets and marketing materials (logo, landing page, social media profiles and event posters)

Co-organizer at ProductTank Nairobi Chapter @ www.linkedin.com

- 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 at Facebook Developer Circles: Nairobi @ www.facebook.com

- 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.

Founder and Podcast Host of the 7min Product Master Series @ www.7minproductmasterseries.com

At the 7min Product Master Series podcast, it's about getting behind-the-scenes access to exclusive, bite-sized interviews with industry experts or high-profile guests making a difference. I get to interview some amazing people, like Joy Wambui (Antara Health), Lorine Phoebe (Kasha Global Inc), and many to come.

Content Creator at Design x Us @ designxus.org

Design x Us is a project that seeks to discover and share the stories behind the humans that power the design industry. We interview inspirational designers, like yourself, and publish key highlights from the interview in hopes to inspire designers to be proud of their unique perspectives, diversity and purpose.

Community Manager at Talks At Alpha @ twitter.com

Talks@Alpha is a regular speaker series hosted by Alpha, Safaricom's innovation centre. The series will feature subject-matter experts, notable thought leaders, executives and entrepreneurs to discuss the latest technology different trends and deep dive into current projects, products or services.

More about me

I want to work for a company that...

prides itself on diversity and inclusion of people and thinking. This unlocks innovation and drives market growth.

Right now I'm learning...

More about product psychological principles to build better products and designing solutions to leverage AI for users.

Outside of work I...

Hike (Done Mt.Kenya!), travel with my family, play Sodoku and video games and reading books. Professionally, I mentor other designers.