

Lewis Kang'ethe Ngugi

Product Designer & Growth Marketer, Nairobi

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EXPERIENCE

Product Designer | Lookback.io, Palo Alto & Stockholm

December 2020 - Present | B2B SaaS technology startup

The research platform that's bridging the gap between users and product teams to not only produce more usable products, but also ensures humanity is at the core of every product decision.

- Improving current product offering while creating new features to address unmet customer needs.

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.

Growth Marketing Lead | Kwara GmbH, Nairobi

June 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.

- Creating and maintaining a marketing engine that delivers on goals, with emphasis on speed, results and attributable ROI.
- Designing scalable marketing campaigns for Kwara Pronto digital platform.
- Executing on new marketing channels and created opportunities to scale and diversify the marketing channel portfolio.
- Collaborating closely with other management peers to achieve revenue goals.
- Performing as both manager and a direct hands-on executor in display ads, Facebook Ads, Adwords, email marketing and newspaper ads and SEO.
- Web Analytics for Kwara's marketing website and working closely with engineering to build and A/B test.
- Supported sales initiatives through the development of product demos, customer workshop facilitation and booth design for international conferences.

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.

SKILLS

Design

Wireframing
Prototyping
Information Architecture
Interaction Design
Visual Design
Information Design
Sketching
Interface Design

Growth Marketing

Search Engine Optimization
Search Engine Marketing
Display Advertising
Email Marketing
Marketing Analytics
Social Media Marketing
Social Media Advertising
Content Strategy

Research

User Interviews
Contextual Inquiry
Task Analysis
Journey Mapping
User Flows
Heuristic Evaluation
Usability Testing
Card Sorting

Technical

Angular
Bootstrap
CSS
HTML
JavaScript
Responsive Web Design
jQuery
React

VOLUNTEER

UX Mentor | Akilipus

April 2019 - Present

- 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%.

Co-Organizer | Saccology

September 2019 - Present

- 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.

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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 on 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.

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.

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.

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