

# Reuben Kihiu

UX Designer

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## Summary

A UX Designer specialized in creating innovative, user-centric digital experiences. I rely on my 4+ years of professional experience to create attractive, intuitive and simple user experiences.

I also mentor, organize and speak at tech events!

## Skills

UX Research · UX Design · Visual Design · Interaction Design · Figma · Sketch · Adobe XD · Adobe Creative Suite · InVision · Wireframing · Mockups · Customer Experience · Prototyping · User Centered Design · Design Systems · Collaboration · Leadership · Mentorship ·

## Experience

### UX Designer – Full Time

Safaricom PLC, Nairobi, Kenya

Jan 2022 - Present

#### Accomplishments:

- Led the design and development of multiple world-class products for enterprise customers, resulting in superior experiences and increased revenue.
- Spearheaded a “boots on the ground” approach of User Research at Safaricom, leading to tremendous rise quality of insights collected and customers satisfied.
- Worked both as a sole designer, and design lead in various teams, gaining vast experience in various product niches, and developing my leadership experience.
- Worked with different stakeholders ie. Business, Software engineers, Product, Sales, etc. to collaboratively design and develop products at Safaricom Enterprise.
- Demonstrated excellent communication and collaboration with stakeholders and users, through research, design sprint sessions and continuous collaboration.
- Worked with software, eg. Figma (Design), Figjam & Miro (Collaboration) and Microsoft Suite (Documentation and presentation) to support various parts of the design process.
- Taken 4 products each with > \$1M revenue to launch.
- Mentored and trained junior designers across the company, helping them to develop their skills and grow their careers.
- Responsible for the design of Single Platform and Multi-platform products across the business.

### UX Designer & Project Lead

Carnversations, Nairobi, Kenya

July 2022 – Present

#### Accomplishments:

- Led the design and creation of Auto-Select, an automotive sales platform as a passion

project for Carnversations from scratch, growing to \$700K worth of transactions in 1 year.

- Demonstrated leadership as project lead, utilizing my experience as a Software Engineer to build a team that delivered the platform.
- Read about the interesting story in my case study [here](#) ;-)

## UI/UX Designer

Zalego Academy, Nairobi, Kenya

Jul 2021 – Jan 2022

### Accomplishments:

- Led the design and development of multiple products for Zalego and its clients, resulting in superior experiences and a 200% growth in revenue.
- Led the design of the Zalego LMS, which led to improved learning efficiency by students, while also opening new learning avenues, ie. Virtual classes.
- Developed the UX Curriculum, that was used to train 100+ UX Designers at the school.

## UX Designer – Contract

CDED (Dedan Kimathi University of Technology), Nyeri, Kenya

Aug 2020 – Jun 2021

### Accomplishments:

- Conducted research and designed multiple remote monitoring digital products for our over 1,000 IoT customers, including mobile apps and web portals.
- Increased customer satisfaction by 70% through improved user experience
- Worked with IoT engineers to create superior digital experiences for our customers.
- Reduced development time by 50% through the use of agile development practices.
- Led the design of the Smart devices platform from idea to launch.

## Product Designer – Contract

edSense UK (Remote), London, UK

Apr 2020 – Dec 2020

### Accomplishments:

- Delivered the redesign of the edSense app for Students, leading to an uptake of 1000+ new customers for our Beta Launch
- Conducted UX research across the edSense panel of Instructors and Professors, which led to the design of the integrated Instructors portal.
- Led the design of the instructors' portal, resulting in superior experiences and increased content for consumption by edSense Learners.

## Product Designer – Full Time

Ficar Delivery, Nyeri, Kenya

Apr 2019 – Apr 2020

### Accomplishments:

- Achieved 100% design delivery of the Ficar Delivery ecosystem products, including: Customers App, Riders App, Supplier Portal, Admin Dashboard.

- Worked with partners and stakeholders to create superior experiences for our customers, increasing customer uptake by 500%.

## Education

### **Dedan Kimathi University Of Technology (DeKUT)**

Bachelor of Science Computer Science

**Achievements:** Second class honors.