



Hi, I'm Austine Maina

I am a passionate User Experience Designer with over 7 years of experience in product development and user interface design. My expertise lies in applying user-centered design principles to create impactful and intuitive digital experiences.

Throughout my career, I have collaborated with diverse clients, including notable brands, to craft compelling website designs, pioneering mobile apps, robust software solutions, and seamless e-commerce platforms. My contributions have consistently driven desired outcomes, including remarkable conversion rates and improved user satisfaction.



WORK EXPERIENCE

July 2022 – Present

User Experience Designer: Dentsu Kenya

In this role, I contribute to the development of innovative digital solutions by collaborating with cross-functional teams to ensure seamless user experiences across platforms. Focusing on product development and user interface design, I leverage my skills in user research, wireframing, prototyping, and usability testing to create intuitive and engaging experiences.

May 2022 – June 2022

UX Consultant: Freelance

As a freelance User Experience Consultant, I advised businesses and organizations on user interface design and front-end development. Notably, I designed a research and innovation management system for the Water Services Trust Fund.

Jul 2019 – Apr 2022

Front-End Developer: Squad Digital

Feb 2017 – Jun 2019

Web Consultant: Freelance

Nov 2012 – Jan 2017

Web Developer: Adept Systems

Nov 2011 – Apr 2012

Web Developer Consultant: Klay-klay

Feb 2011 – Nov 2011

Web Developer Intern: Atto Systems

Skills

Product Development
User Research
User Experience
User Interface Design
Design Systems
Front-End Development
Usability Testing
Wireframing

Tools

Design Tools: Figma,
Adobe Photoshop, Adobe
Illustrator

UX Tools: Miro, Maze

HTML, CSS, Tailwind,
JavaScript, jQuery

Git, Gulp, SASS, Babel,
PostCSS

EDUCATION

2009

Inoorero University

Diploma in Information
Technology



WORK

A selection of impactful projects I've had the privilege to be part of.





Britam

GROUP & CORPORATE WEBSITE

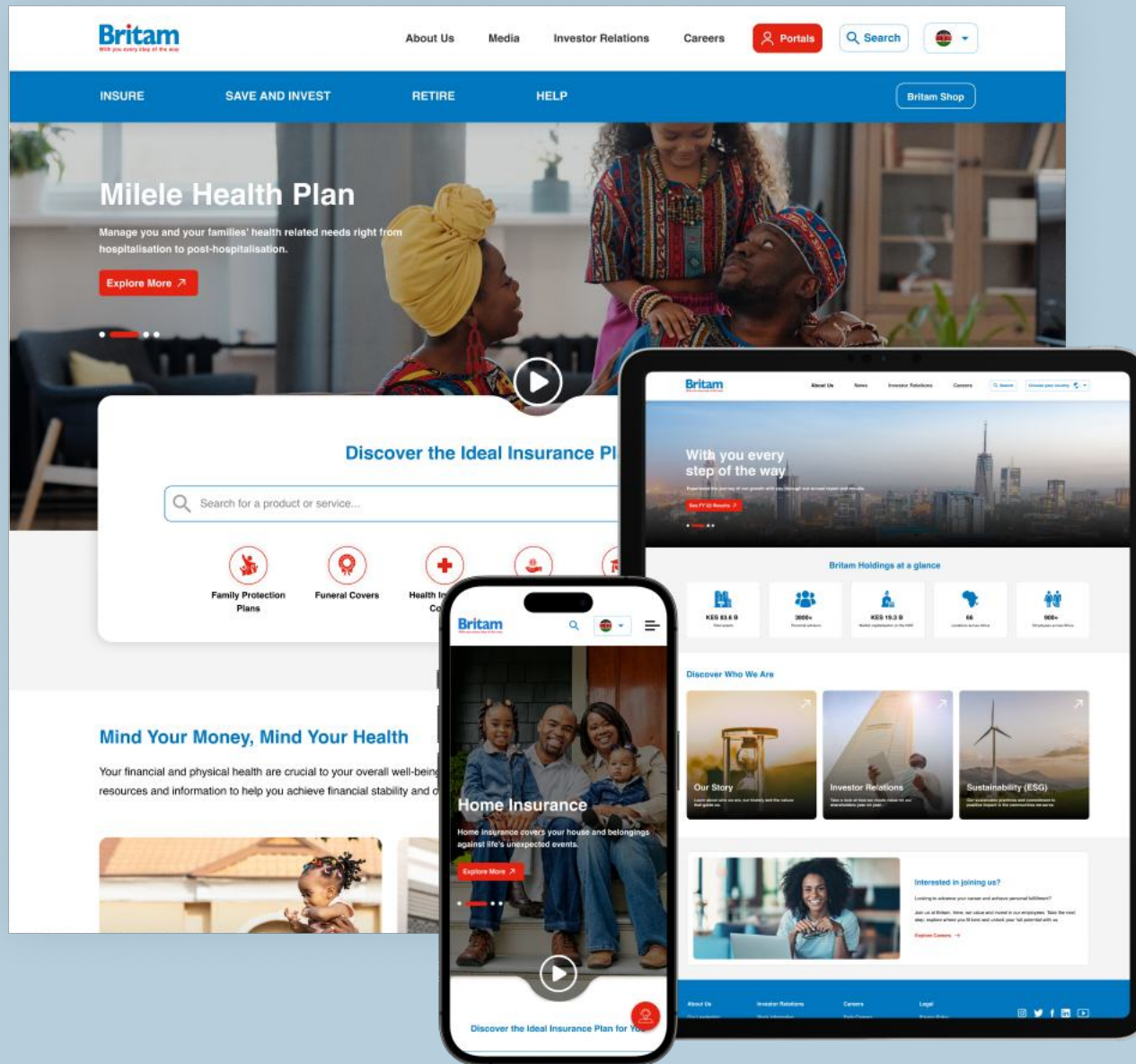
Developed a comprehensive UX redesign of Britam's group and country websites, prioritising user engagement and accessibility. The project successfully condensed complex information into an intuitive interface while adhering to industry regulations. This resulted in enhanced user satisfaction, extended engagement on the platforms, and a significant increase in interactions with insurance products and services.

MY ROLE

- User Research
- User Experience Design
- User Interface Design

VIEW PROJECT

<https://www.britam.com/>
<https://ke.britam.com/>





LOOP

CORPORATE WEBSITE

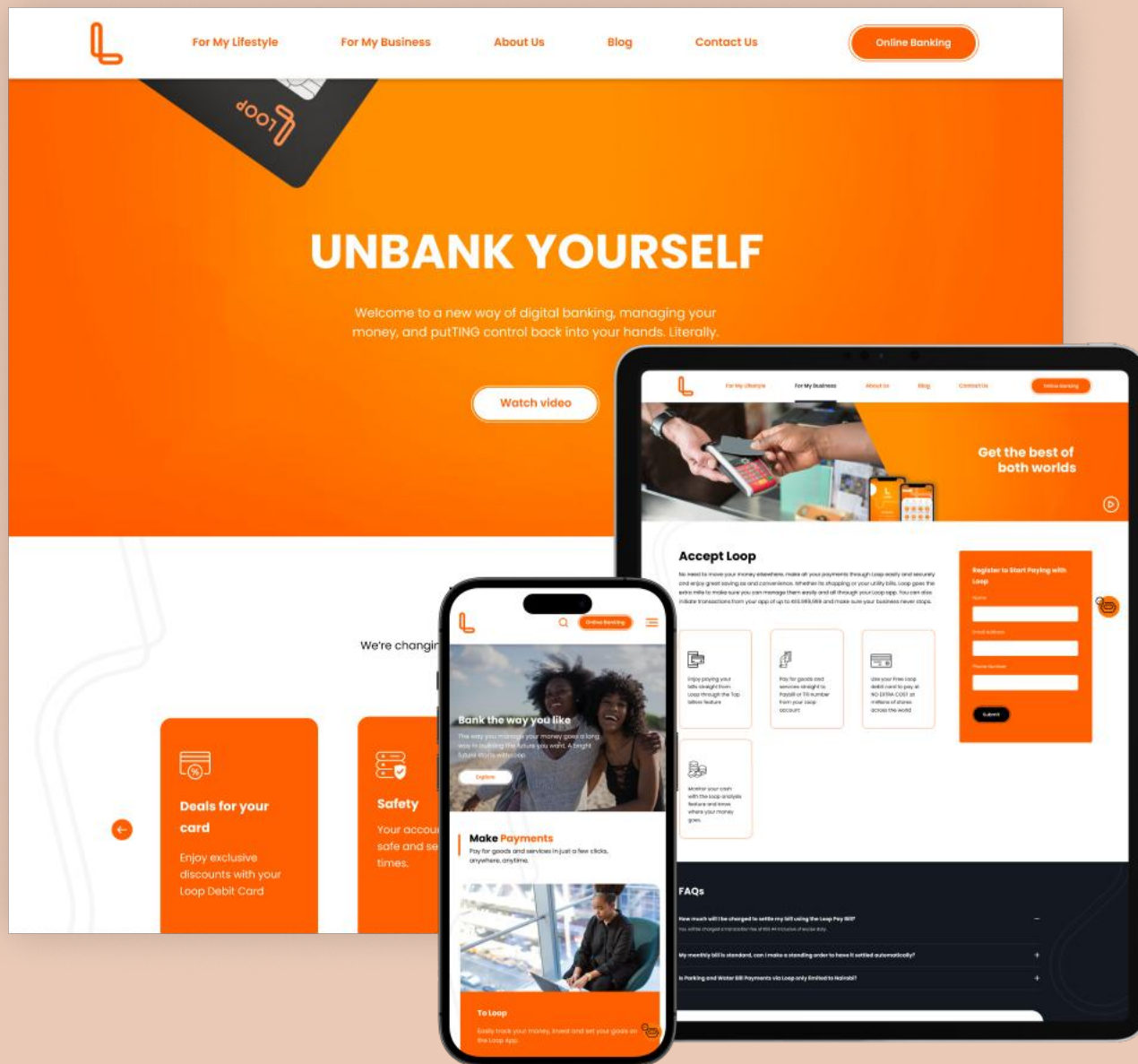
Through a user-centric design approach and a focus on seamless navigation, I played a significant role in the development of the LOOP website. The project successfully balanced the need for robust security with a frictionless user experience, resulting in high user adoption rates, increased customer retention, and positive feedback. Consequently, LOOP has established itself as a leading digital banking solution and has driven digital transformation within the financial industry.

MY ROLE

User Research
User Experience Design
User Interface Design

VIEW PROJECT

<https://loop.co.ke/>





Cadbury

WEBSITE

Played a collaborative role in the development of Cadbury's "Give a Generous Voice to Story Time" campaign, aimed at creating an engaging platform for the public to narrate and save their stories in a digital library. The project effectively addressed the challenge of designing an interactive and user-friendly platform that facilitated seamless story narration and archiving. This resulted in enhanced user engagement, a rich collection of stories preserved in the digital library, and contributed to the overall success of Cadbury's campaign.

MY ROLE

- User Research
- User Experience Design
- User Interface Design

VIEW PROJECT

<https://www.cadbury.africa/ourownwords/>





Jubilee Insurance

GROUP & CORPORATE WEBSITE

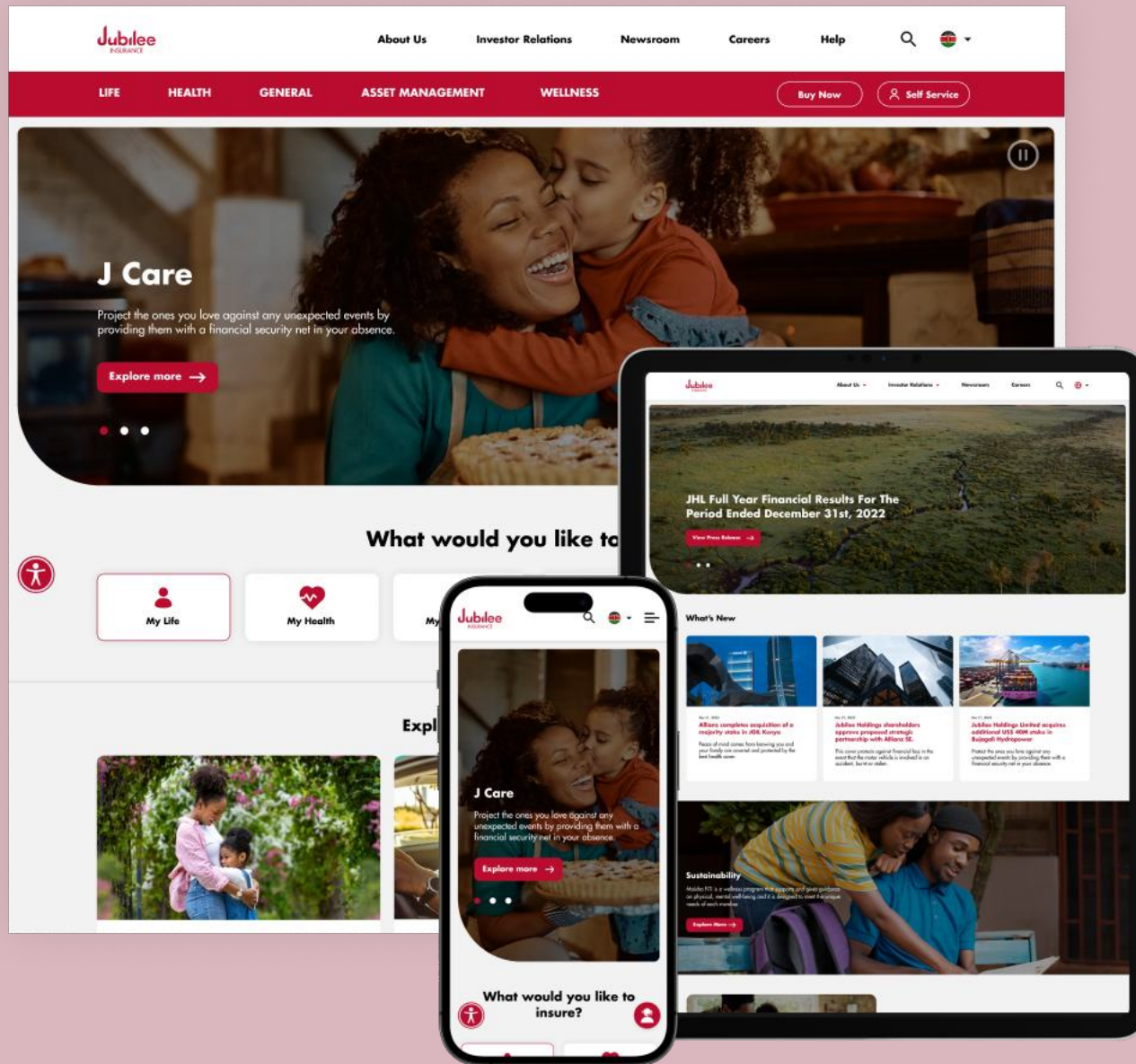
Played a pivotal role in the user experience redesign of Jubilee's group and country websites, aiming to modernise the brand's digital presence and align it with its core values in the insurance and financial sector. The project successfully addressed the challenge of integrating a diverse range of product offerings, resulting in a unified and user-friendly online experience.

MY ROLE

- User Research
- User Experience Design
- User Interface Design

VIEW PROJECT

- <https://jubileeinsurance.com/group/>
- <https://jubileeinsurance.com/ke/>





Jubilee Insurance

BRAND TOOLKIT PORTAL

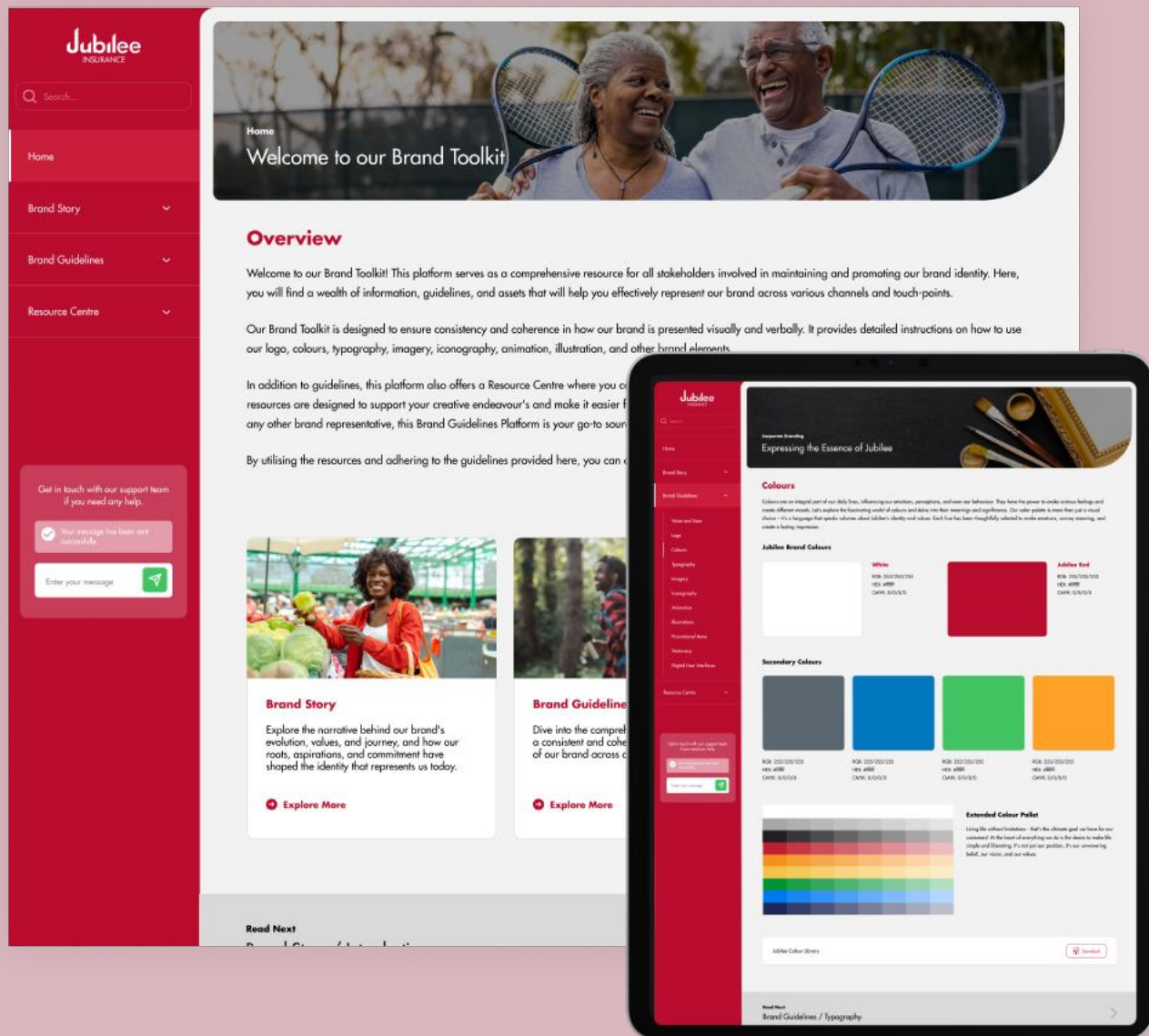
Created the Brand Toolkit Portal for Jubilee, establishing a centralised platform for brand management and asset distribution. The project focused on streamlining brand governance and ensuring consistent brand representation across all touch points. This led to enhanced brand visibility and adherence to brand guidelines, thereby strengthening brand equity and recognition.

MY ROLE

- User Research
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Jubilee Insurance

AGENT PORTAL SOFTWARE

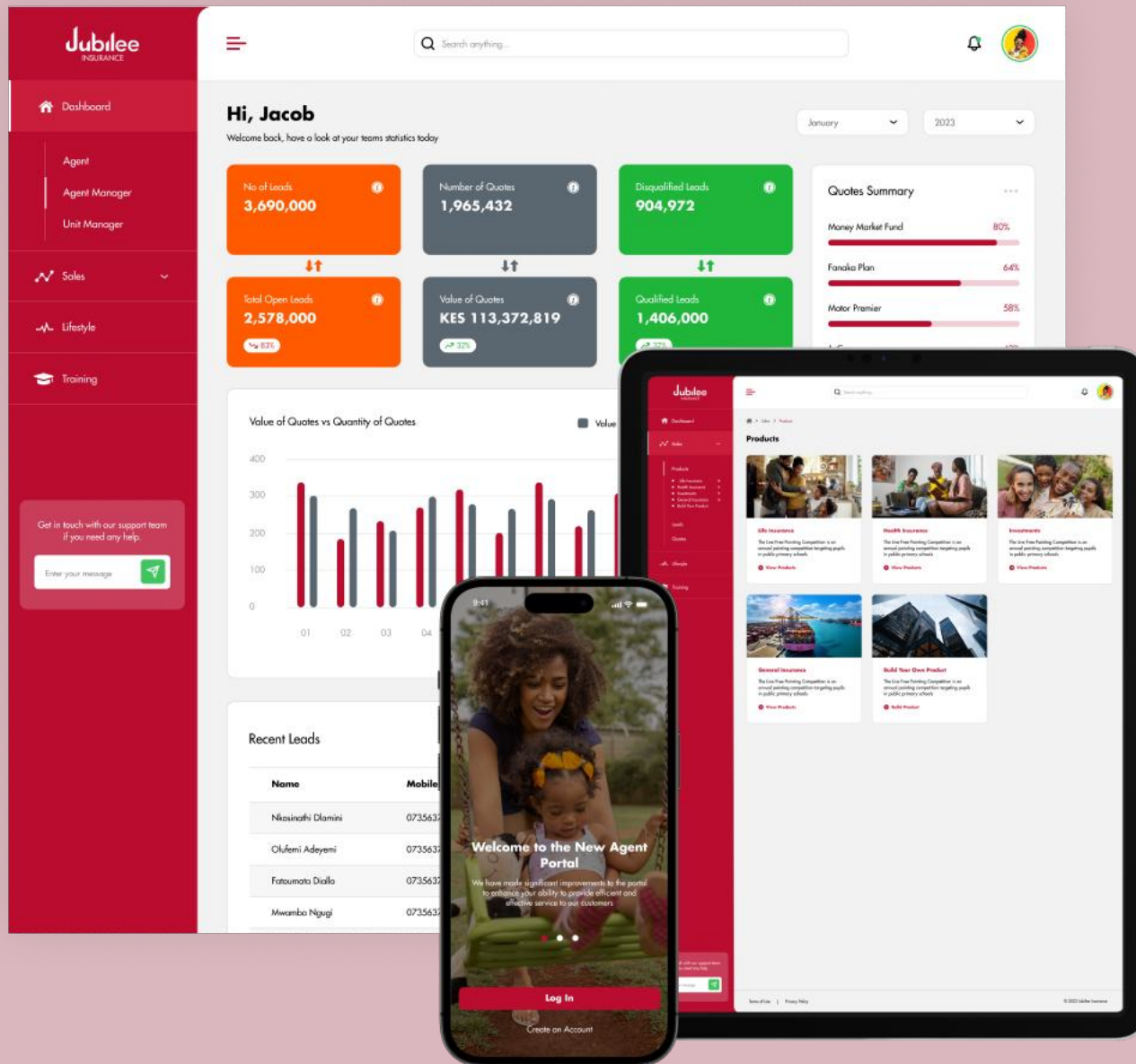
Designed and optimised the agent portal for Jubilee, addressing the need for a streamlined and efficient platform for managing policies, customer interactions, and sales processes. The challenge was to create a robust yet user-friendly interface tailored to the specific needs of insurance agents. The project resulted in improved agent productivity, increased retention, and enhanced satisfaction.

MY ROLE

- User Research
- User Experience Design
- User Interface Design

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Safaricom Newsroom

WEBSITE

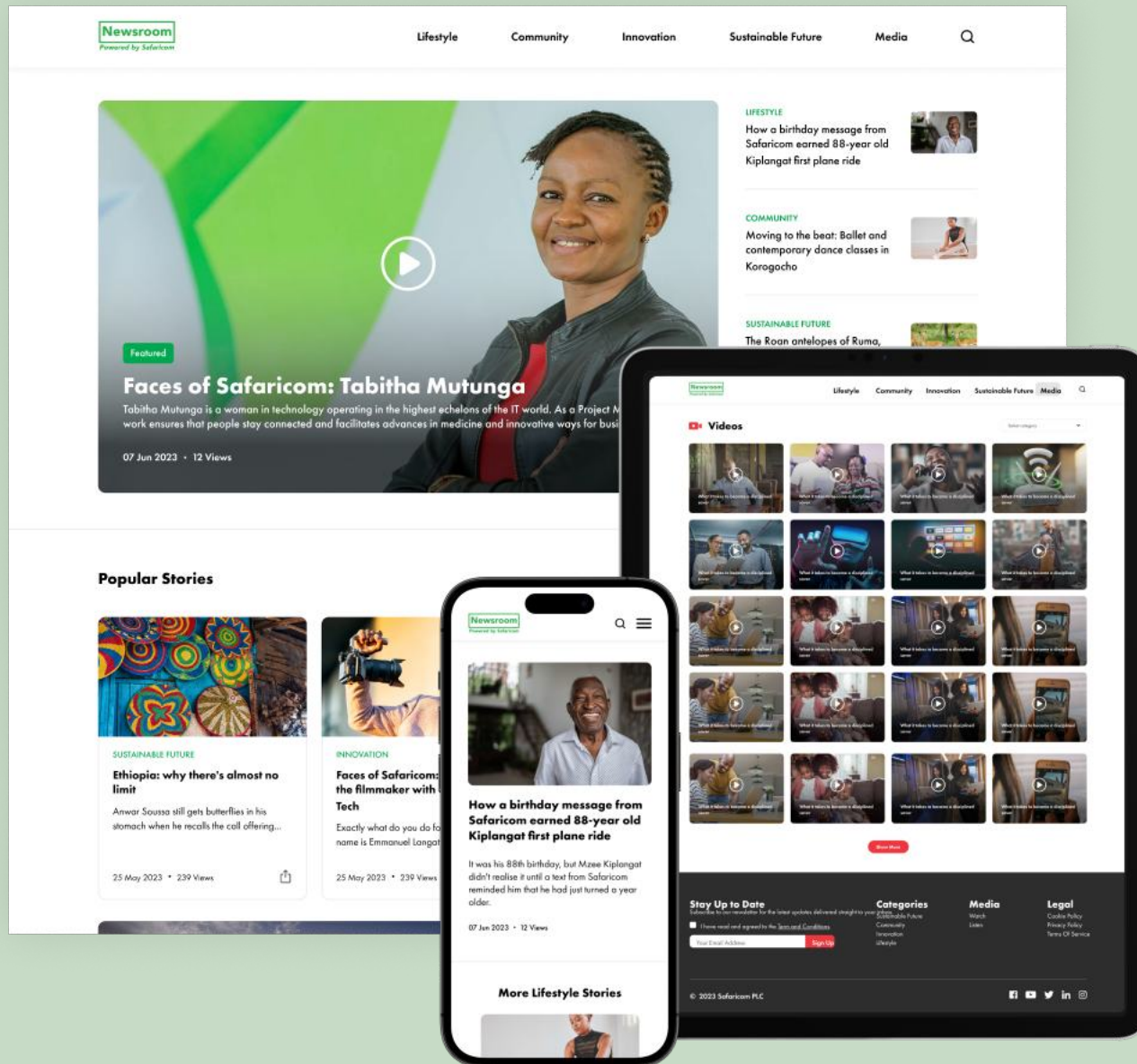
Led the UX redesign of Safaricom's newsroom to create a seamless and informative content hub. The project addressed the challenge of organising diverse content types, including videos and podcasts, while ensuring easy access to real-time updates and maintaining a user-friendly interface. As a result, content discoverability improved, user satisfaction increased, and engagement was enhanced.

MY ROLE

- User Research
- User Experience Design
- User Interface Design

VIEW PROJECT

<https://newsroom.safaricom.co.ke/>





Safaricom Chapa Dimba

WEBSITE

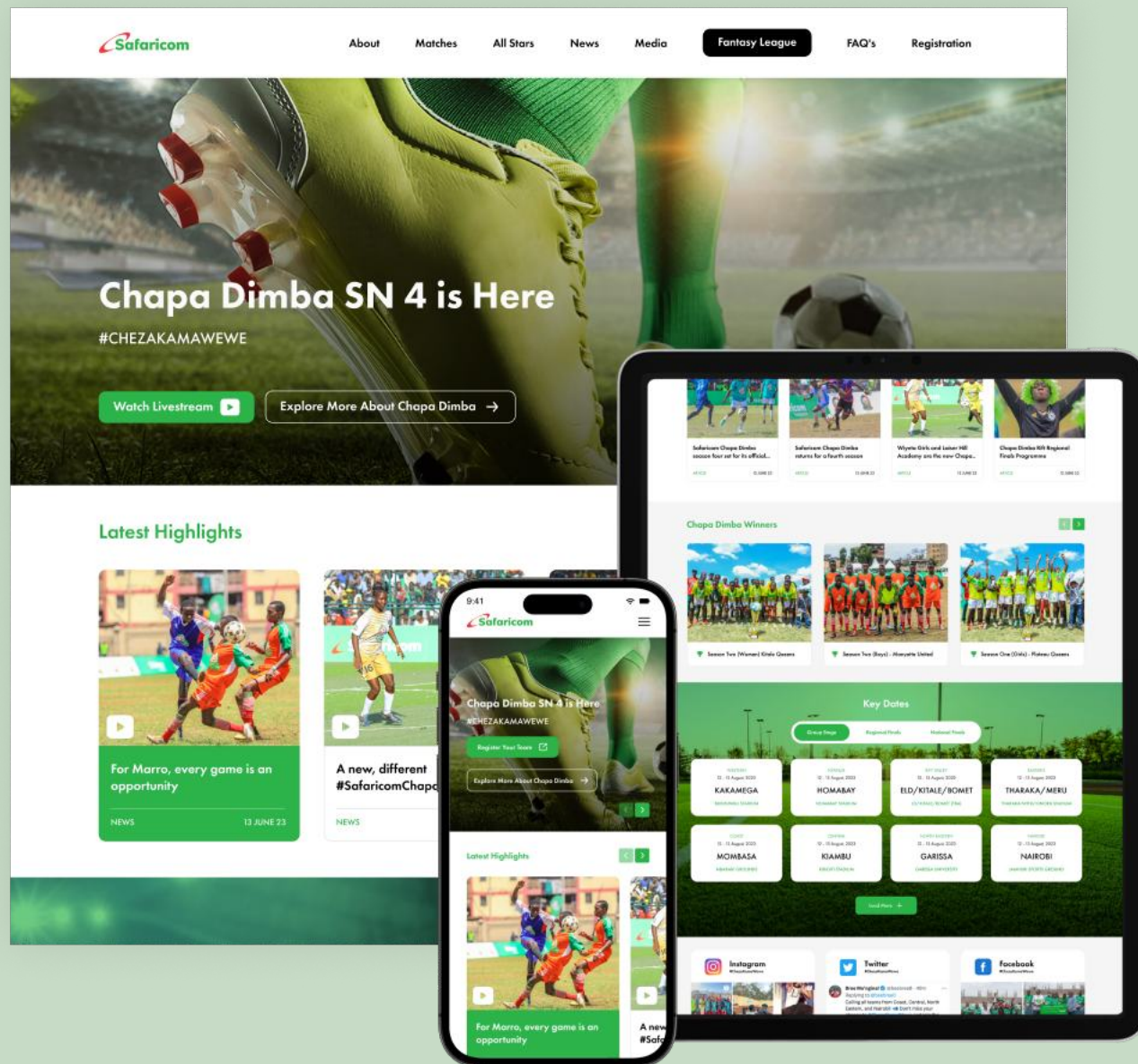
I contributed to the redesign of Safaricom's Chapa Dimba tournament platform, aligning with the company's commitment to youth empowerment and community development. The project focused on creating an inclusive and accessible platform to support youth engagement through sports and community involvement. This resulted in increased participation, enhanced community involvement, and a positive social impact.

MY ROLE

- User Research
- User Experience Design
- User Interface Design

VIEW PROJECT

<https://chapadimba.safaricom.co.ke/>





Safaricom 'Places of Hope'

WEBSITE

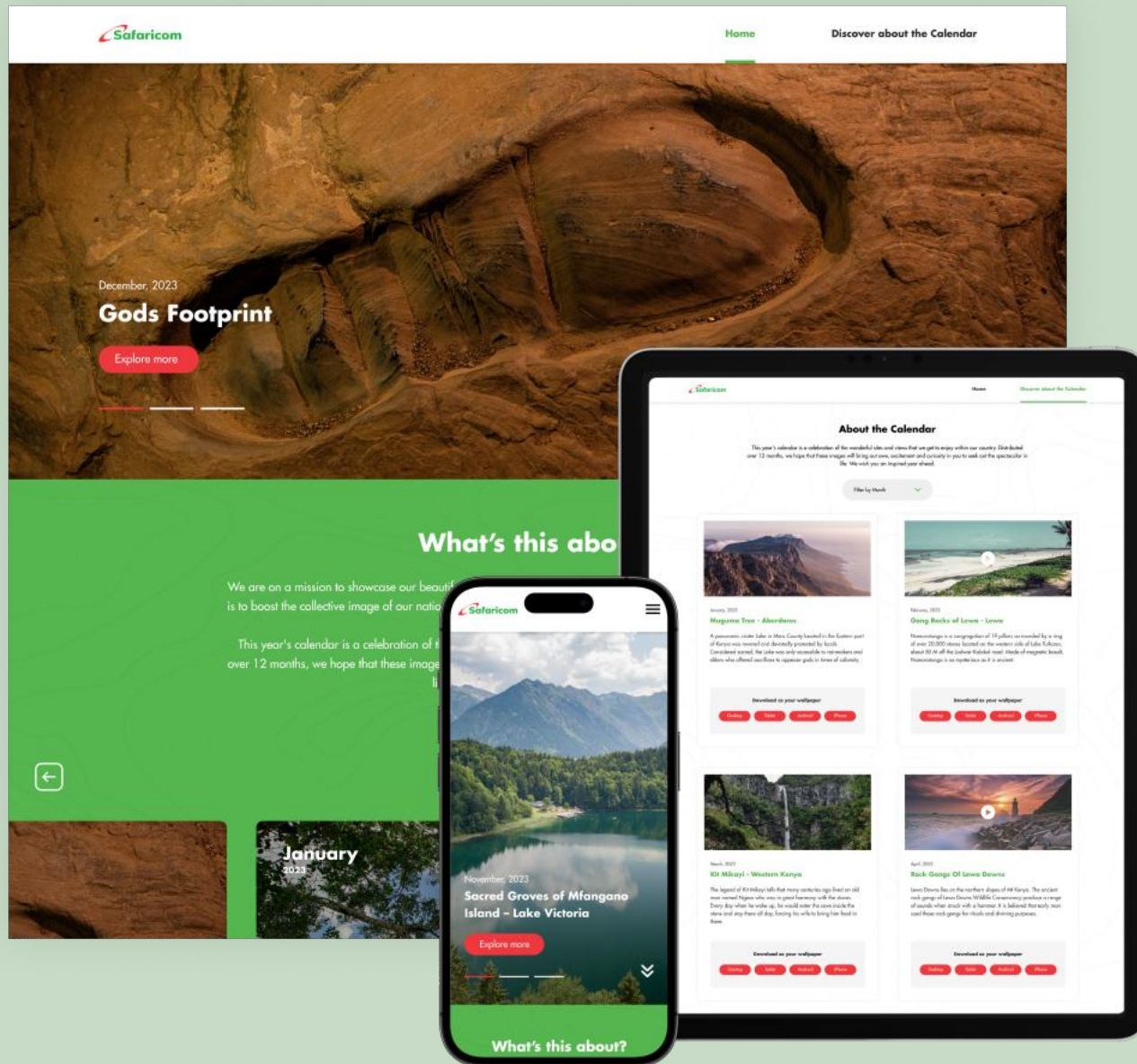
Safaricom's "Places of Hope" project takes users on a captivating journey through Kenya's inspiring landmarks that have uplifted generations. Each month of the calendar reveals a new haven, featuring a blend of breathtaking landscapes, heartwarming stories, and deep-rooted cultural traditions. The challenge was to design a calendar format that effectively captures the essence of each location while providing an engaging and informative experience. The result is an immersive and educational calendar that highlights the inspiring narratives of these places, fostering a sense of hope and appreciation for Kenya's rich cultural and natural heritage.

MY ROLE

User Research
User Experience Design
User Interface Design

VIEW PROJECT

<https://www.safaricom.co.ke/placesofhope/>





Mental Awareness Board

DIGITAL BOARD

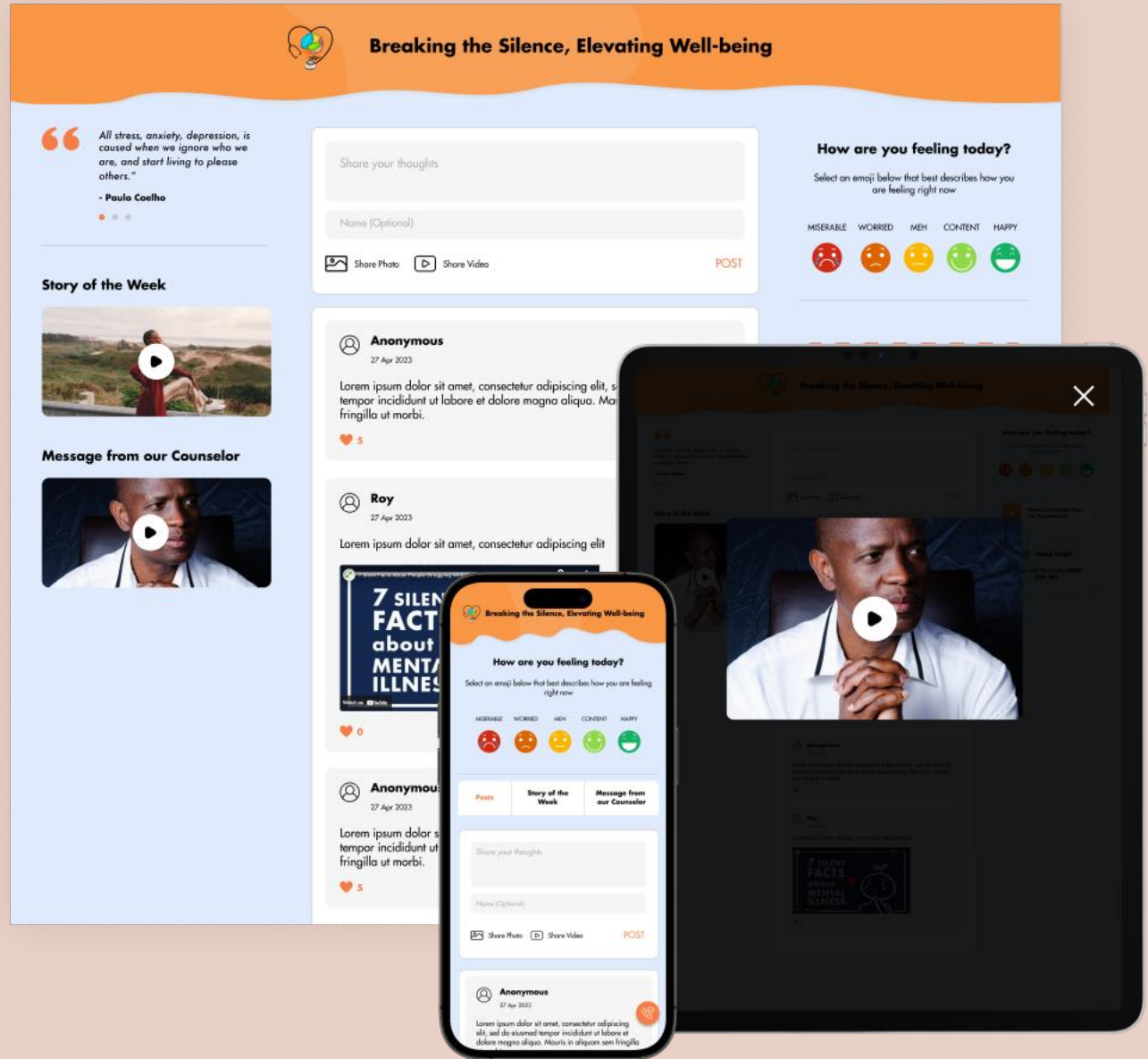
Collaborated on the UX design of the Safaricom Mental Awareness Board, a digital platform dedicated to promoting mental health awareness, providing essential resources, and fostering a supportive environment for staff to share thoughts and emotions. The project successfully increased user engagement, facilitated access to critical mental health resources, and created a nurturing space for individuals to express themselves and seek support. This contributed to enhanced mental health awareness and overall well-being.

MY ROLE

- User Research
- User Experience Design
- User Interface Design

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Wakenya Tulindane

WEBSITE

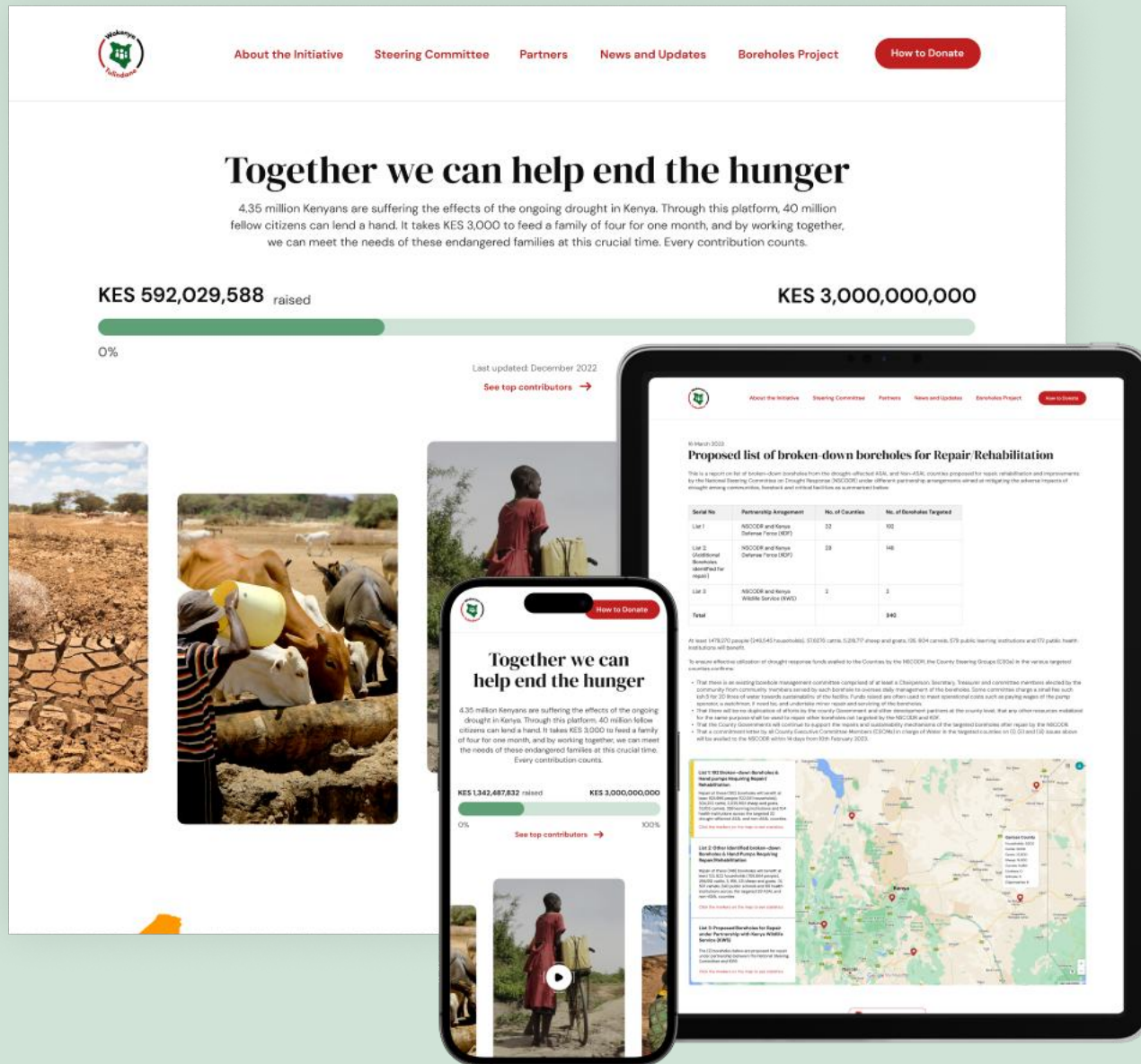
Contributed to the UX design of the Wakenya Tulindane website, a vital platform during the drought in Kenya that impacted 4.35 million people. This platform enabled Kenyans to extend help to those affected by the drought. The challenge was to create an intuitive and efficient platform that facilitated aid and support for affected communities. The project led to increased awareness, greater participation in relief efforts, and a tangible impact on the lives of those affected, demonstrating the power of technology in driving positive social change and community support.

MY ROLE

- User Research
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- User Interface Design

VIEW PROJECT

<https://wakenyatulindane.co.ke/>





Azenia

WEBSITE

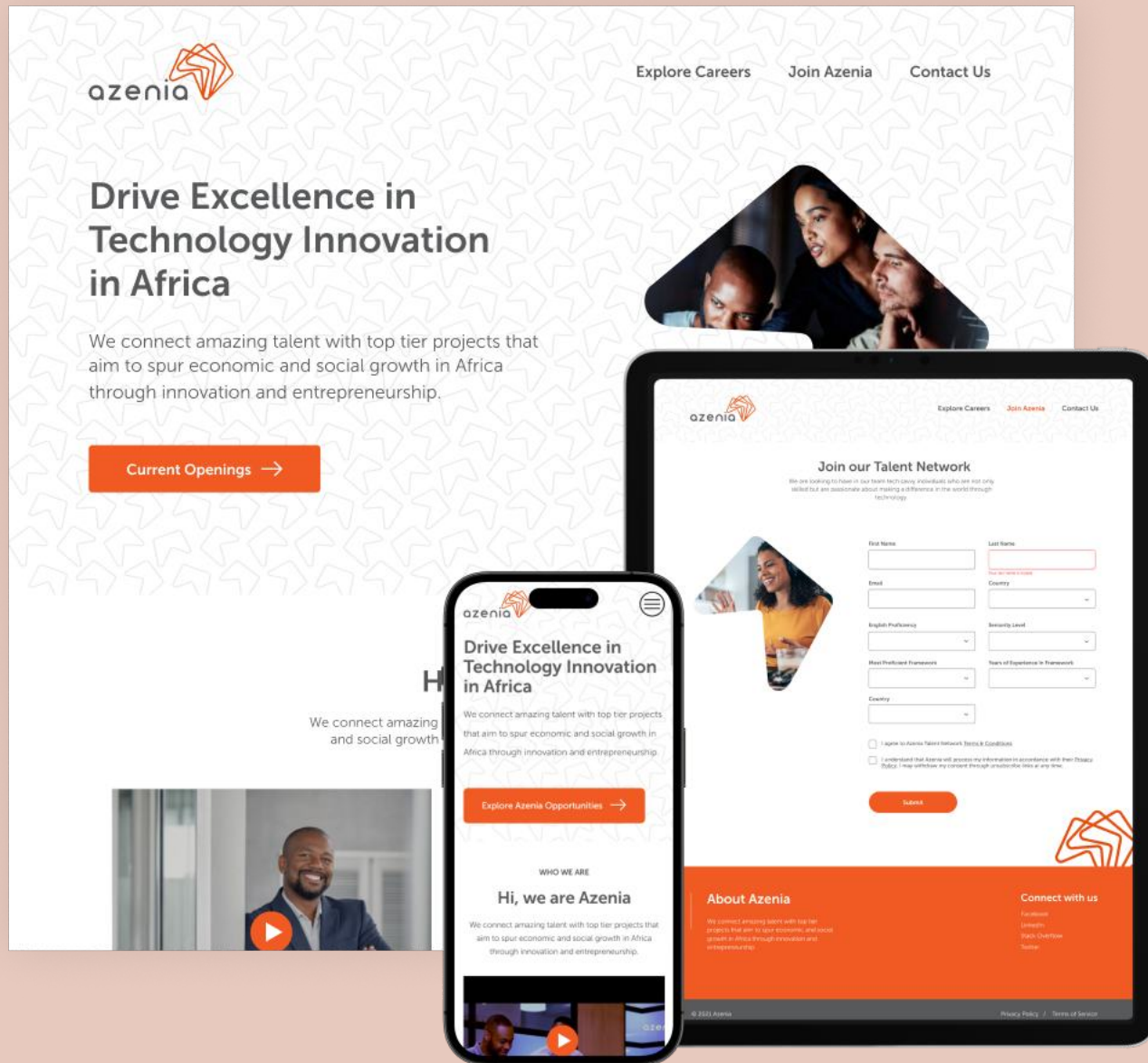
Contributed to the UX development of the Azenia website, a platform designed to connect outstanding talent with high-quality projects aimed at promoting economic and social growth in Africa through innovation and entrepreneurship. The project resulted in increased opportunities for talented individuals and fostered a supportive ecosystem for economic and social development, aligning with Azenia's mission to drive positive change through talent and innovation.

MY ROLE

User Research
User Experience Design
User Interface Design

VIEW PROJECT

<https://azenia.com/>





WSTF RIIMS

SOFTWARE

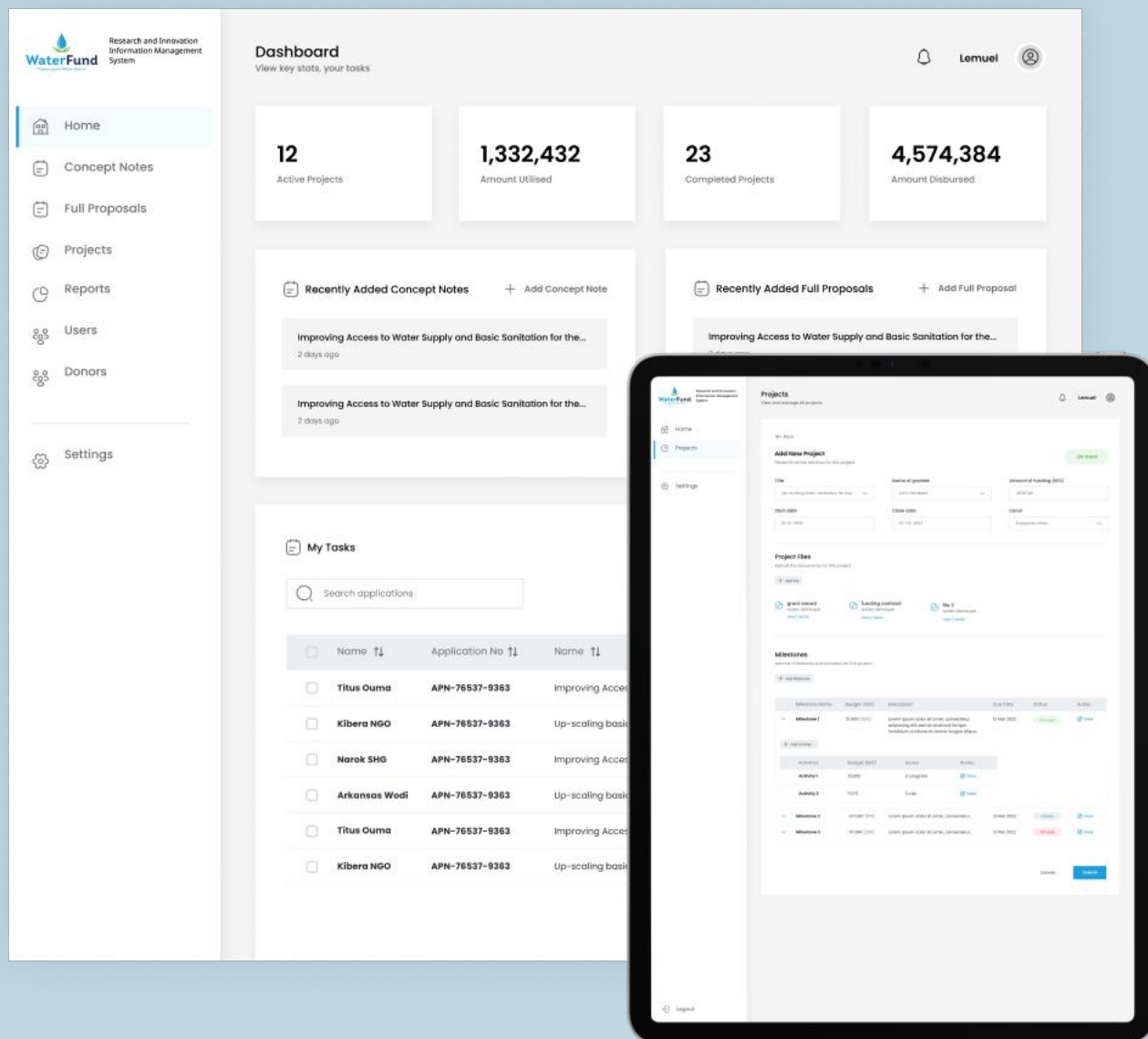
Contributed to the UX design of WSTF RIIMS, a digital platform for centralized management of research and innovation projects for the Water Services Trust Fund. The project aimed to streamline project management processes and enhance collaboration, resulting in improved efficiency and greater impact for water-related research and innovation initiatives.

MY ROLE

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Dentsu Relationship App

SOFTWARE

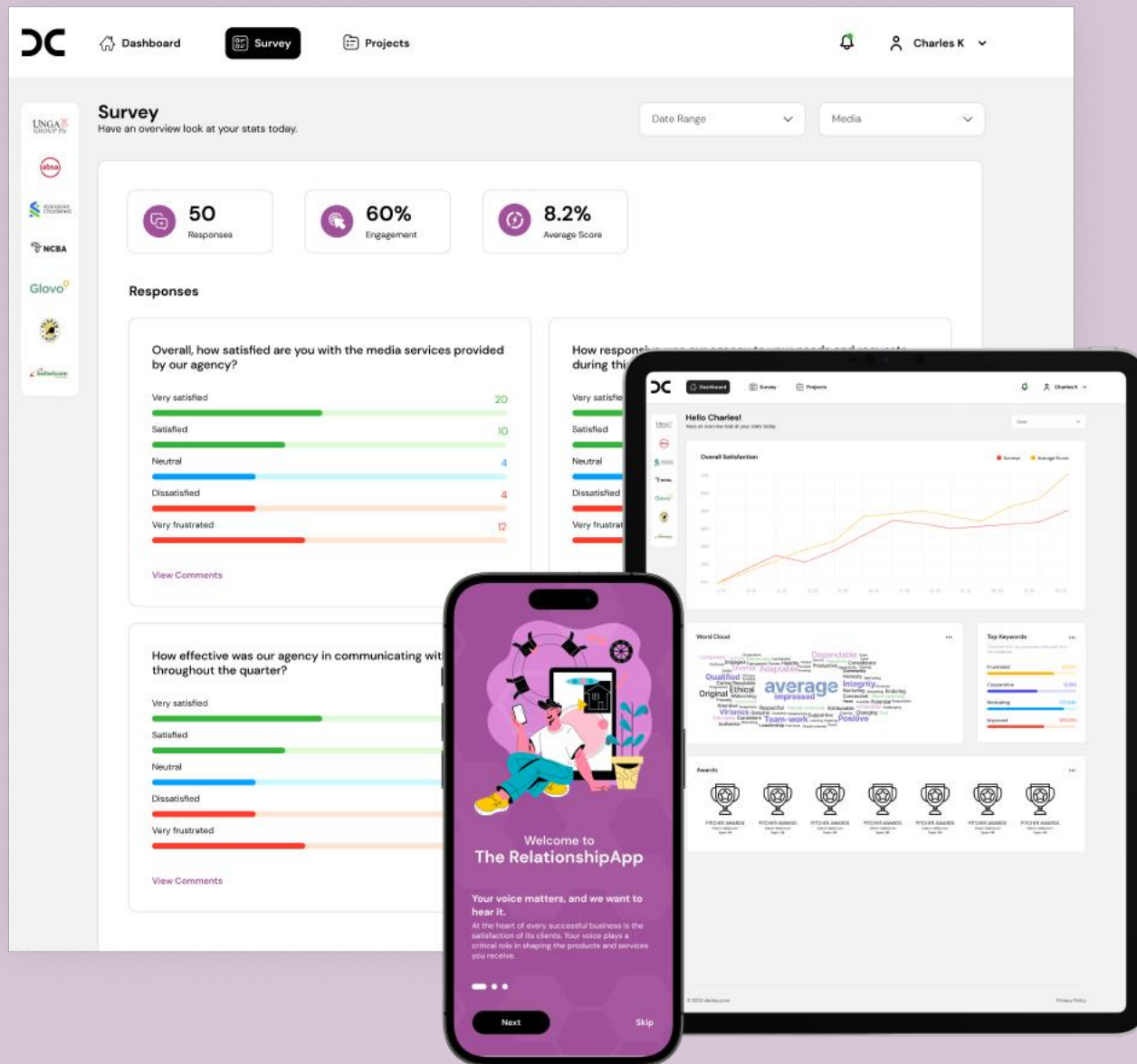
Contributed to the UX design of the Dentsu Relationship App, a platform designed to streamline communication and collaboration between Dentsu and its clients. The project aimed to enhance client relationships and improve communication processes, leading to increased client satisfaction and stronger partnerships.

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Let's Connect

Thank you for reviewing my portfolio. I'm open to discussing potential opportunities and exploring collaboration possibilities. Feel free to reach out to connect.



[linkedin.com/in/ostoh](https://www.linkedin.com/in/ostoh)



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