Austine Maina

Lead Product Designer | Fintech & AI Products

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Lead Product Designer with 7+ years experience leading end-to-end design for fintech, insurance, and AI-driven products at scale (500K+ users).

I work at the intersection of product strategy and execution, helping teams define what to build, why it matters, and how it drives measurable outcomes. I've improved user adoption, reduced friction in high-stakes flows, and increased engagement across complex financial and enterprise systems.

Core Competencies

- **Strategy & Leadership:** UX Strategy, Product Roadmapping, DesignOps, Stakeholder Management, Mentorship
- **Research & Analysis:** Mixed-methods Research, A/B Testing, Usability Benchmarking
- **Design Craft:** Scalable Design Systems, Advanced Prototyping (Figma), Information Architecture, Accessibility (WCAG)
- **Technical Integration:** Front-end Implementation (Tailwind, JS), AI-assisted Workflows, Technical Constraints Negotiation

WORK EXPERIENCE

Lead Product Designer | Dentsu Kenya *July 2022 – Present*

Lead designer for a portfolio of Tier-1 clients in fintech, insurance, and media, including Britam, KCB Bank, Jubilee Insurance, and EABL.

- Direct end-to-end design across mobile apps, web platforms, and AI-powered tools, from discovery through delivery.
- Simplify complex financial and data-heavy workflows, improving usability in high-stakes interactions such as payments, transfers, and policy management.
- Establish reusable research frameworks and design systems, improving consistency and reducing ramp-up time across projects.
- Partner with product, engineering, and business teams to align design decisions with product goals and delivery timelines.
- Manage and mentor a team of up to 3 designers while maintaining hands-on ownership of key product experiences.

Product Design Consultant | Freelance *May 2022 – June 2022*

- Advised organisations on UX strategy and product design, aligning digital solutions with operational and business goals.
- Designed a centralised research and innovation management platform for the Water Sector Trust Fund, improving data accessibility and workflow clarity for internal teams and applicants.
- Designed Bima Leo, a micro-insurance marketplace, focusing on simplifying policy comparison for first-time insurance buyers.

Front-End Developer | Squad Digital *Jul 2019 – Apr 2022*

Web Consultant | Freelance *Feb 2017 – Jun 2019*

Web Developer | Adept Systems *Nov 2012 – Jan 2017*

Web Developer Consultant | Klay-klay *Nov 2011 – Apr 2012*

Web Developer Intern | Atto Systems *Feb 2011 – Nov 2011*

Skills

UX Strategy & Research
Design Systems
Information Architecture
Advanced Prototyping (Figma)
Front-End Implementation
Accessibility (WCAG)

Tools

Design & Prototyping: Figma, Adobe Creative Suite

Research & Collaboration: FigJam, Miro, Maze

AI-Assisted Workflow: Generative AI for research synthesis, rapid ideation, UX writing and prototyping support
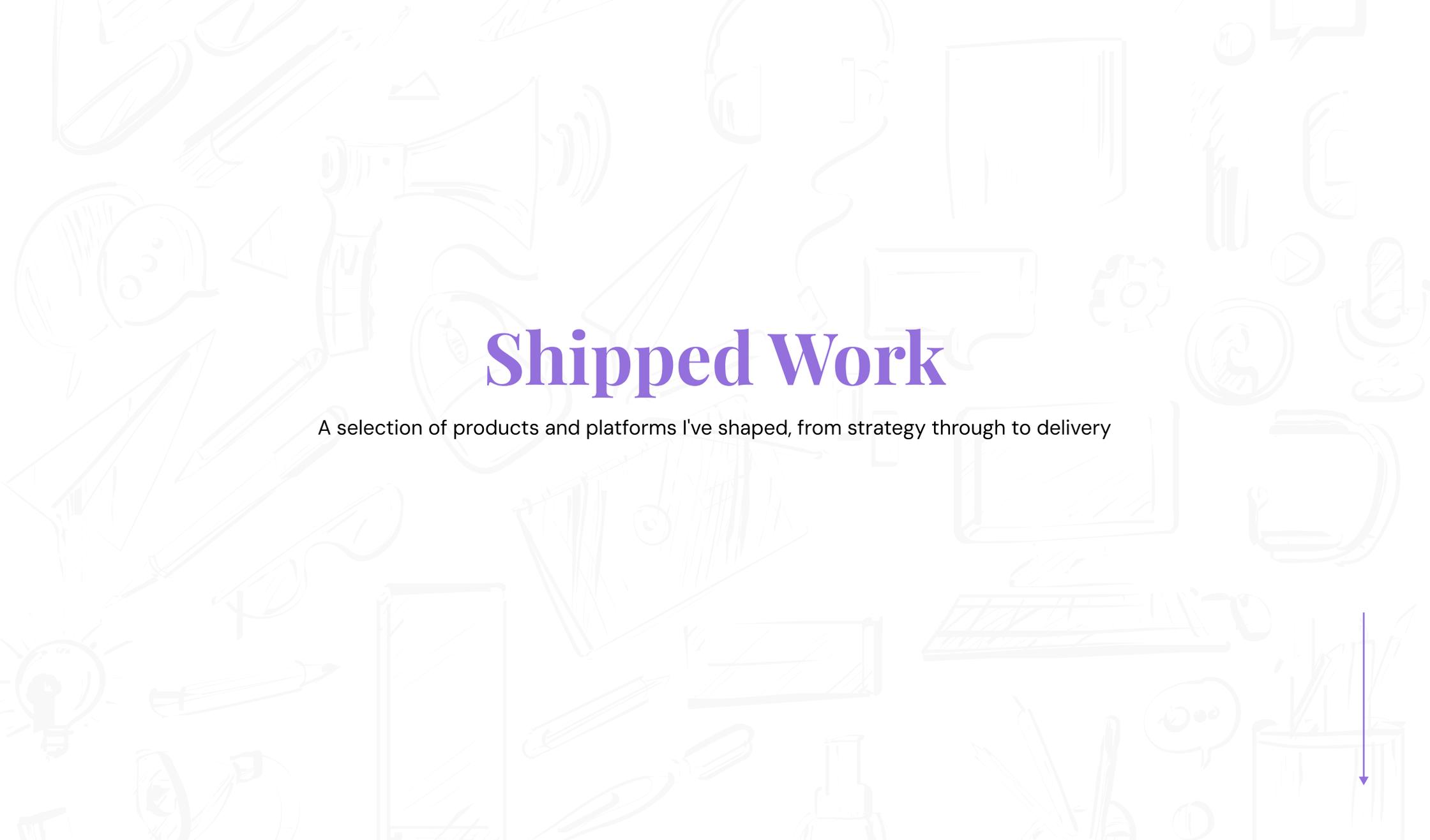
Front-End Implementation: HTML, CSS, TailwindCSS, JavaScript, SASS, PostCSS

EDUCATION

2009

Inoorero University

Diploma in Information Technology

Shipped Work

A selection of products and platforms I've shaped, from strategy through to delivery

myBritam App

Role: Lead Product Designer | Focus: Consumer Mobile | Sector: Fintech & Insurance

The Challenge

Britam's consumer app was underperforming with a 3.1 app store rating. The core problem was that everyday financial tasks like paying a premium or understanding a policy required users to already know how insurance worked. The experience was built for the product, not the person using it.

User research surfaced critical pain points. These shaped the redesign priorities.

Previous onboarding

Improved onboarding
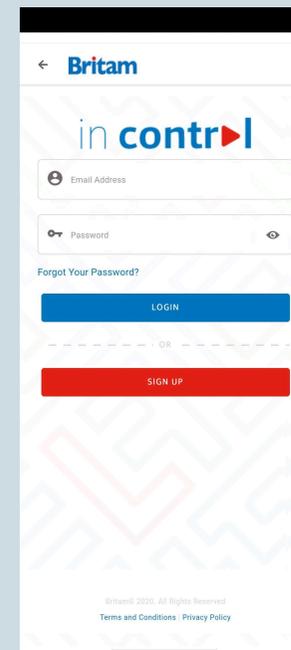
Previous login
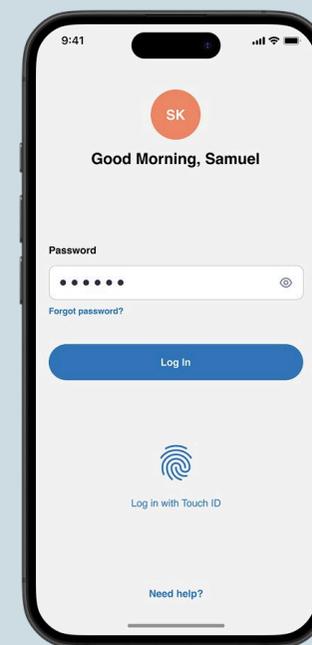
Improved login

myBritam App

Role: Lead Product Designer | Focus: Consumer Mobile | Sector: Fintech & Insurance

The Strategy

- Audited existing user flows to identify where users dropped off or made errors, focusing on payment, onboarding, and policy management.
- Restructured the information architecture to reflect how users think about their cover, not how Britam categorises its products internally.
- Simplified the language and visual hierarchy across key screens to reduce cognitive load at high-stakes moments.
- Rebuilt the onboarding flow to establish trust early, before asking users to commit to any action.
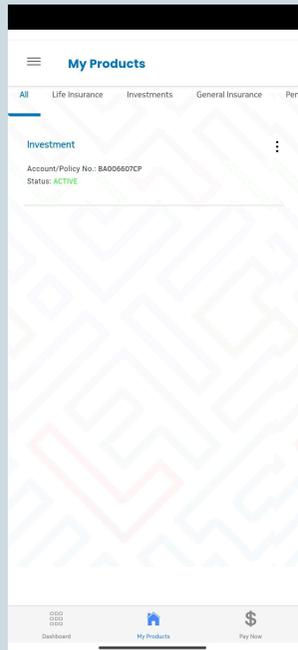
Previous My Products page
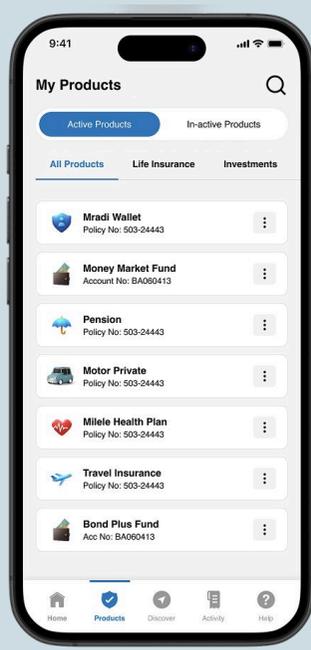
Improved My Products page
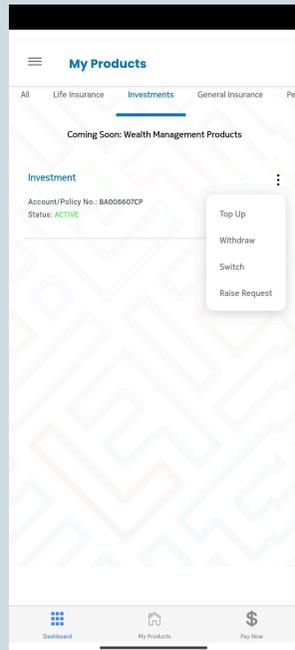
Previous Policy Management
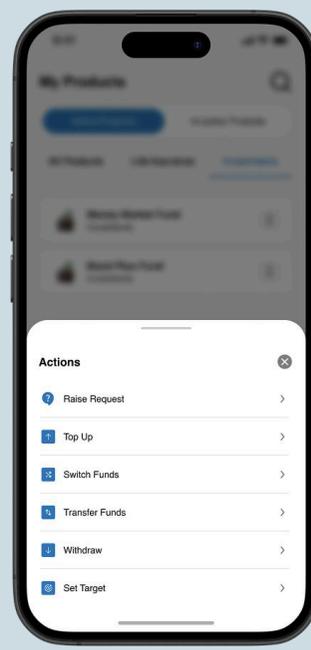
Improved Policy Management
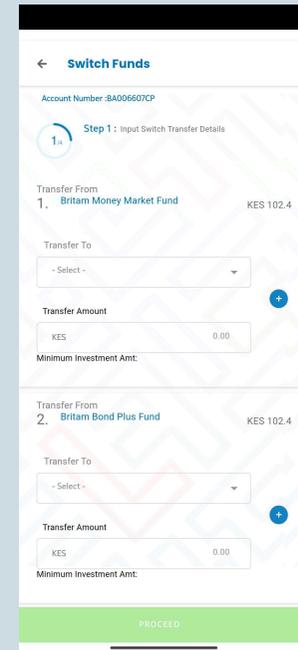
Previous Product Purchase
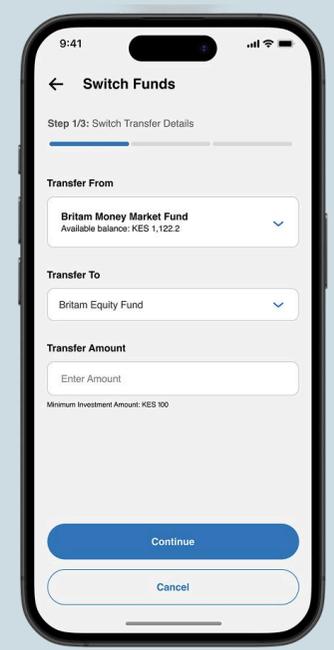


Improved Product Purchase

myBritam App

Role: Lead Product Designer | Focus: Consumer Mobile | Sector: Fintech & Insurance

The Outcomes

- App store rating improved from 3.1 to 4.2 following the redesign.
- Measurable improvement in user trust signals, reflected in review sentiment shift post-launch.
- Delivered across both iOS and Android, maintaining design consistency across platforms.
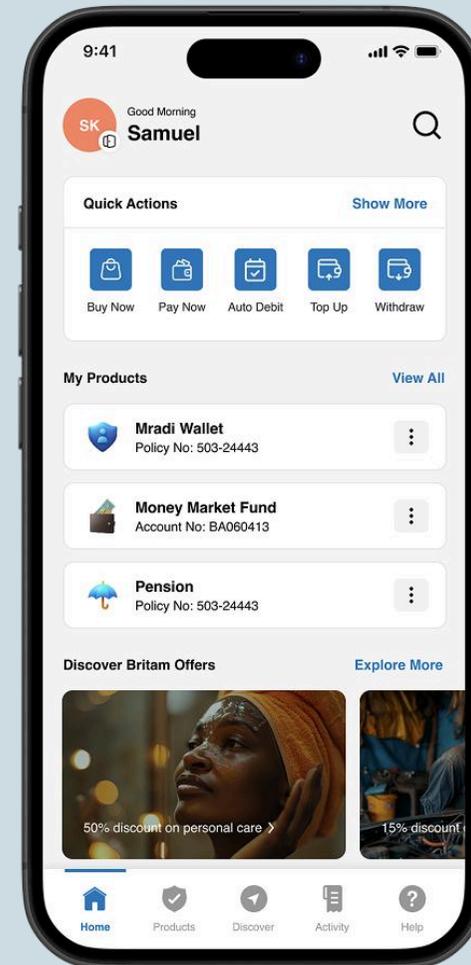
ireriba

★★★★☆ 13 November 2024

A good app and easy to navigate without any tutorial
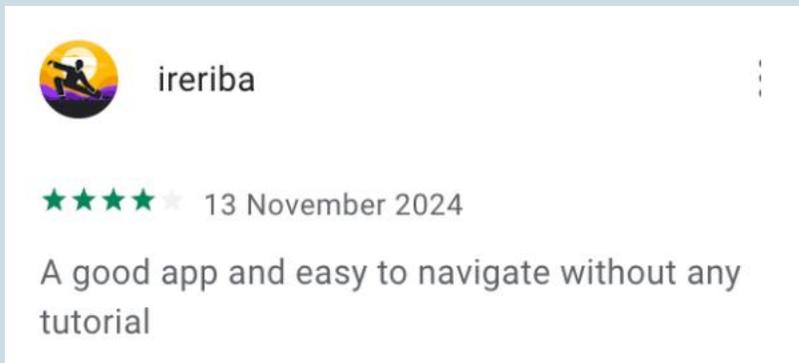
Google Play Store review, November 2024

PROJECT LINKS

App Store / Play Store
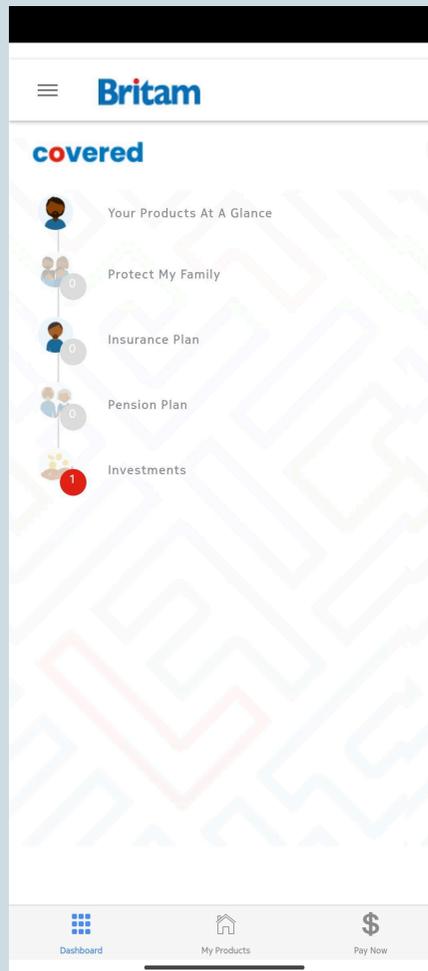
Previous home dashboard

Improved home dashboard

KCB Mobile

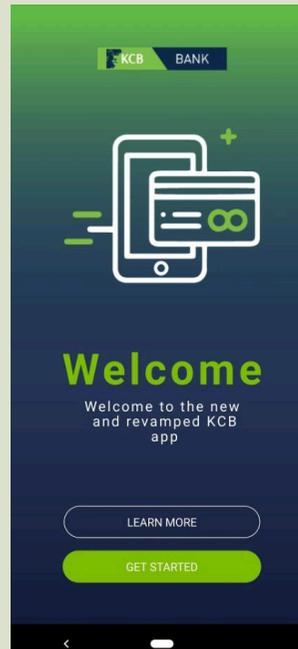Role: Lead Product Designer | Focus: Mobile Banking | Sector: Fintech & Retail Banking

The Challenge

KCB Bank Group set out to reimagine mobile banking for millions of retail customers across East Africa. This wasn't a redesign of an existing product; it was a ground-up build with the expectation that it would set a new standard for the bank's digital presence. The challenge was designing an experience that could serve a diverse, large-scale user base while meeting the security and compliance requirements of a major regulated institution, without those constraints making the product feel heavy or difficult to use.

User research revealed critical barriers to adoption. Each one informed a specific design decision.
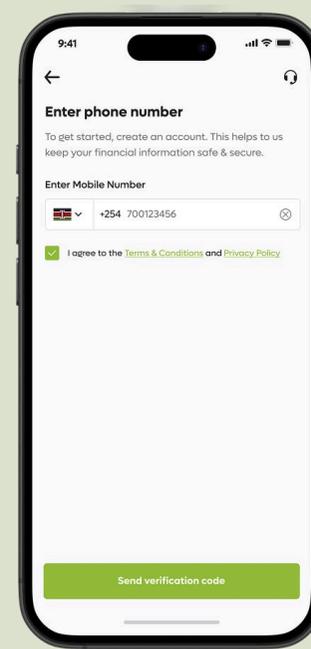

Previous splash screen   *Improved splash screen*   *Previous registration*   *Improved registration*
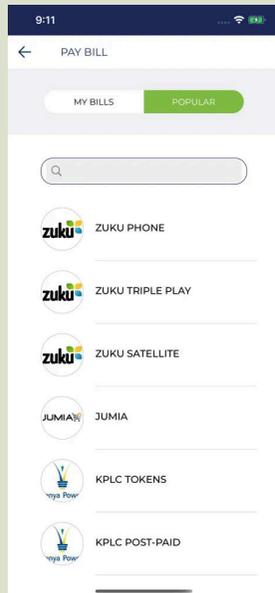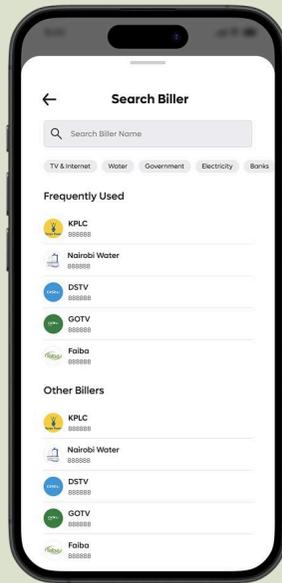
KCB Mobile

Role: Lead Product Designer | Focus: Mobile Banking | Sector: Fintech & Retail Banking

The Strategy

- Worked with creative and product leadership to define a UX vision grounded in real user needs and business goals before a single screen was designed.
- Led a cross-functional team of two UX designers and a UX writer, coordinating with KCB's internal product and engineering teams throughout.
- Mapped the highest-frequency user tasks (transfers, bill payments, loan management) and designed each flow independently before integrating them into a coherent navigation structure.
- Applied progressive disclosure to reduce visible complexity at each step, ensuring users only encountered what they needed in the moment.
- Designed error states and confirmation patterns that caught mistakes before they became transactions, building confidence in high-stakes flows.
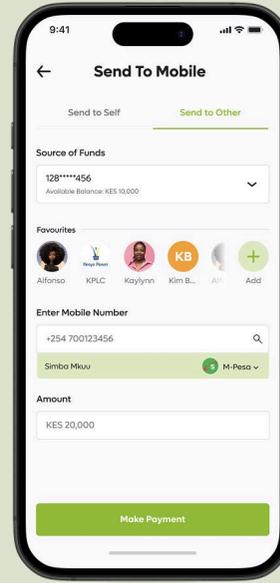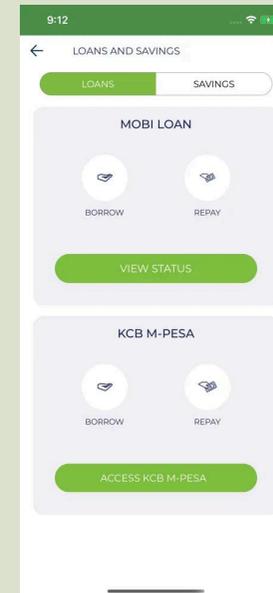

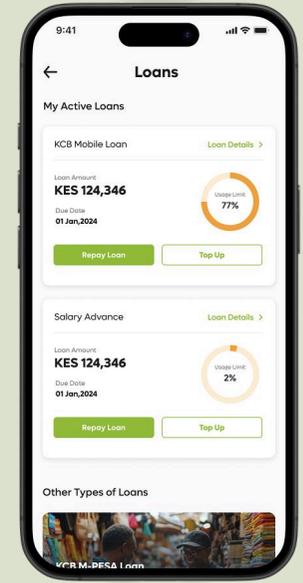*Previous Pay bill flow*

Improved Pay bill flow
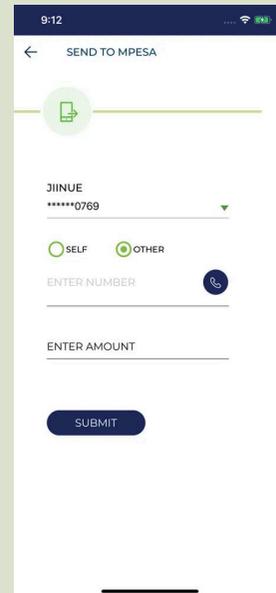
Previous Send to MPESA flow

Improved Send to MPESA flow

*Previous Loans Screen*

Improved Loans Screen

KCB Mobile

Role: Lead Product Designer | Focus: Mobile Banking | Sector: Fintech & Retail Banking

The Results

- Shipped a mobile banking app that earned a 4.6 app store rating, up from 3.3, reflecting a measurable shift in how users experienced the product.
- Delivered an experience users described as intuitive and trustworthy across high-stakes financial interactions.
- Built a robust design system that gave KCB's internal teams a scalable foundation for future app releases, reducing the cost and time of subsequent design and development work.
- Established consistent interaction patterns, component libraries, and UX standards that the roadmap could build on without starting from scratch each time.
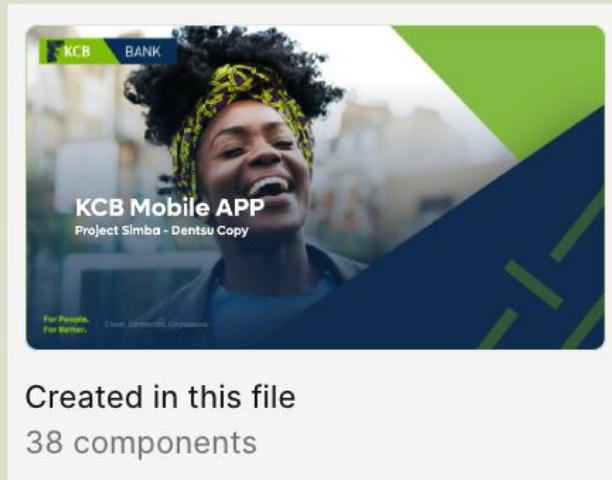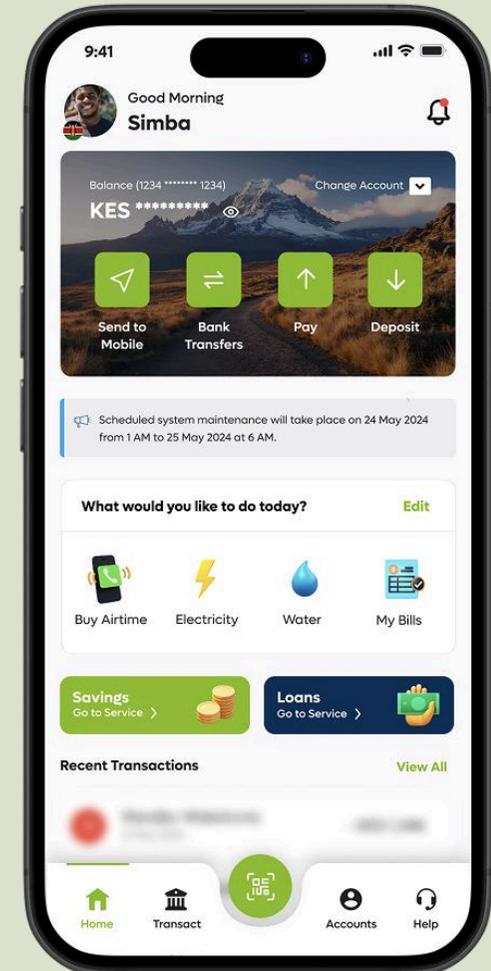
PROJECT LINKS

App Store / Play Store

A scalable design system built to support the app roadmap beyond launch
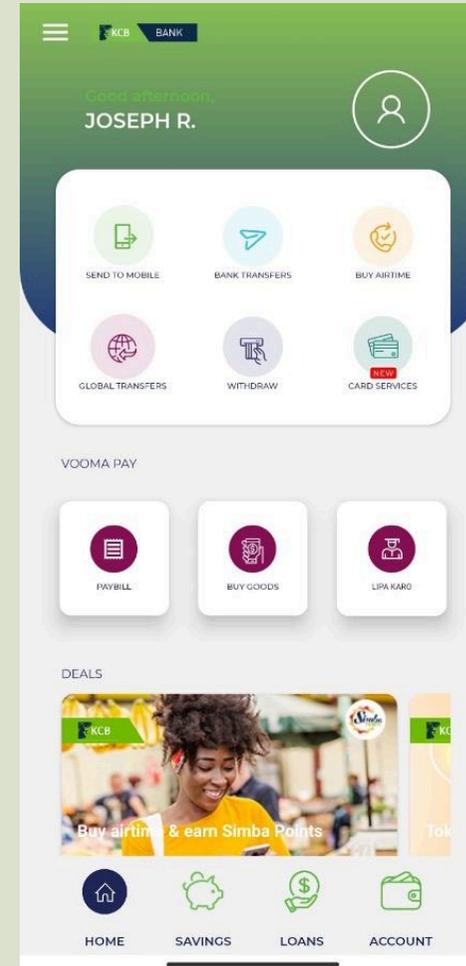
Previous home dashboard

Improved home dashboard

Disruptor

Role: Lead Product Designer | Focus: Enterprise SaaS | Sector: AI & AdTech

The Challenge

Dentsu SSA needed a UX direction for a new business intelligence platform built for the media industry. The platform was feature-rich by design, covering campaign performance, audience discovery, client intelligence, and an AI-powered natural language interface. The challenge was making that depth of functionality feel organised and intuitive, especially for media professionals who needed to move fast and make decisions with confidence. Getting the visual and interaction language right mattered just as much as the information architecture, because the product was also meant to reflect Dentsu's positioning as a forward-thinking media partner.
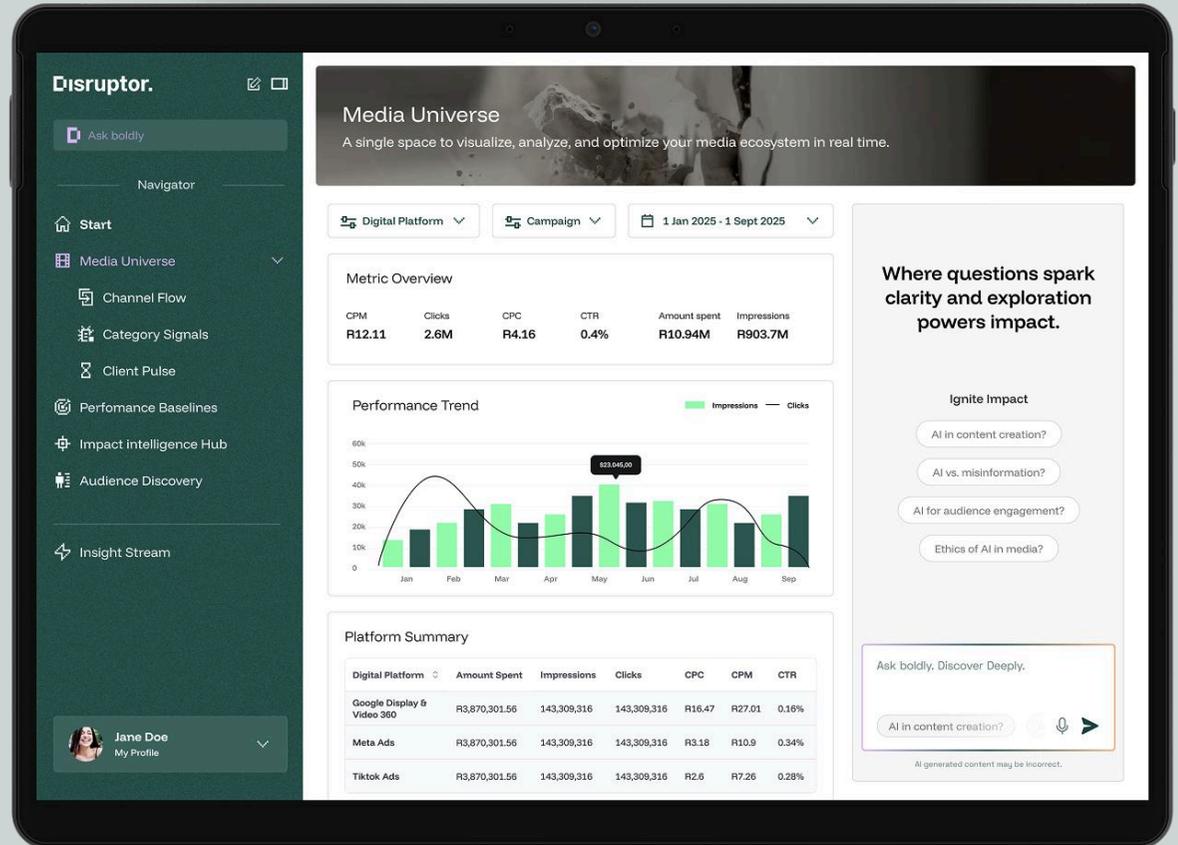
PROJECT LINK

View Project

A multi-module platform built for real-time media intelligence
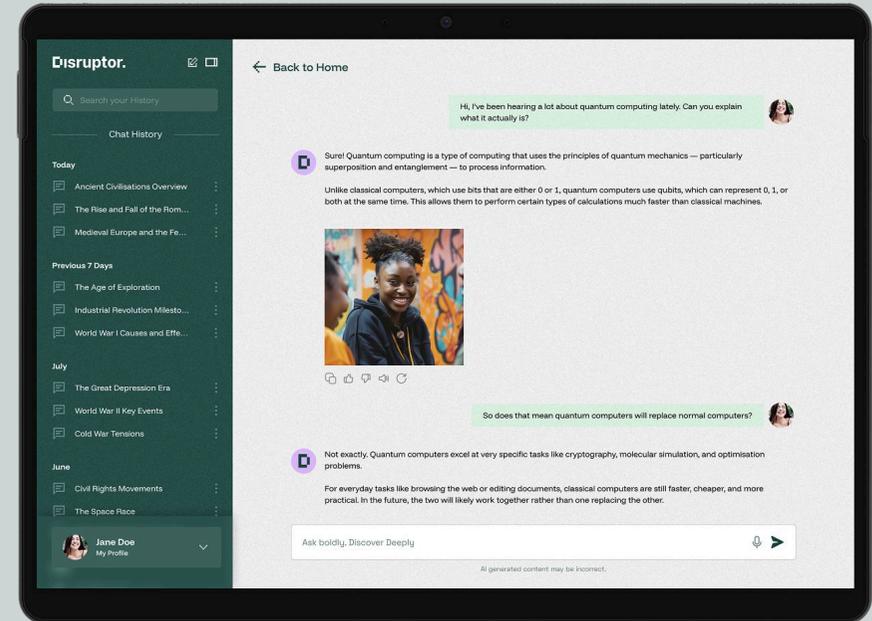
dentsu

Disruptor

Role: Lead Product Designer | Focus: Enterprise SaaS | Sector: AI & AdTech

The Strategy

- Defined the UX direction across the full platform, mapping each module to a coherent navigation structure and interaction model.
- Designed the natural language query interface to give users a conversational entry point into complex data, reducing the barrier to insight for non-technical stakeholders.
- Collaborated closely with the creative team to establish a visual language that supported the UX, including custom animations and micro-interactions that reinforced the platform's premium positioning without adding friction.
- Built out every user journey and screen state across all platform areas, giving the development team a complete reference to build from.
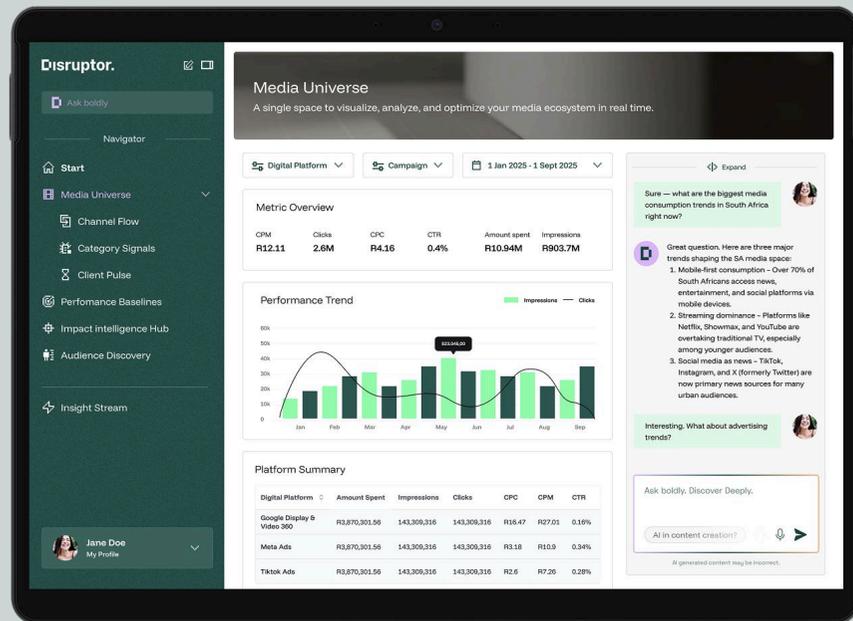
Dashboard with embedded AI query, data and conversation in one view

*Natural language interface, letting users interrogate data conversationally*

Disruptor

Role: Lead Product Designer | Focus: Enterprise SaaS | Sector: AI & AdTech

The Outcomes

• Delivered a complete UX direction and screen-level design for a multi-module AI platform, covering every user journey from onboarding through to deep data analysis.

• The natural language interface positioned Disruptor as a genuinely AI-native product, not just a dashboard with an AI badge.

• Visual and interaction direction was executed in collaboration with creative, resulting in a product that felt distinctive and intentional across every touchpoint.

• Provided a full hand-off to the development team that covered all flows, states, and functionality across the platform.
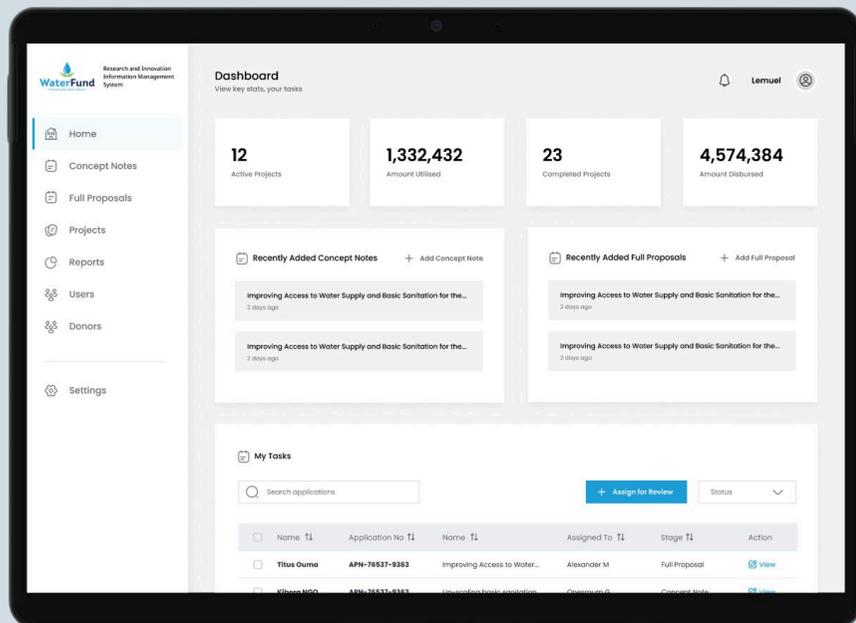
PROJECT LINK
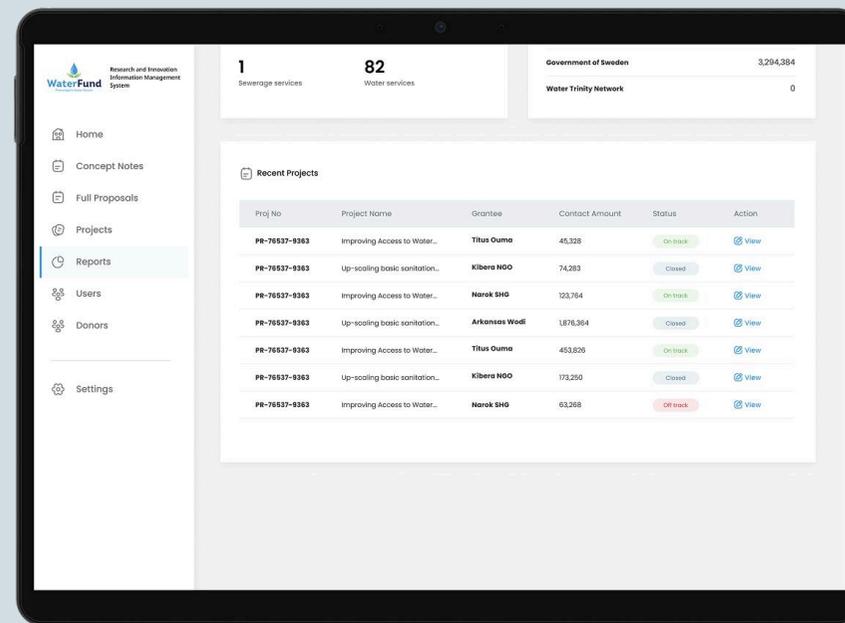
View Project
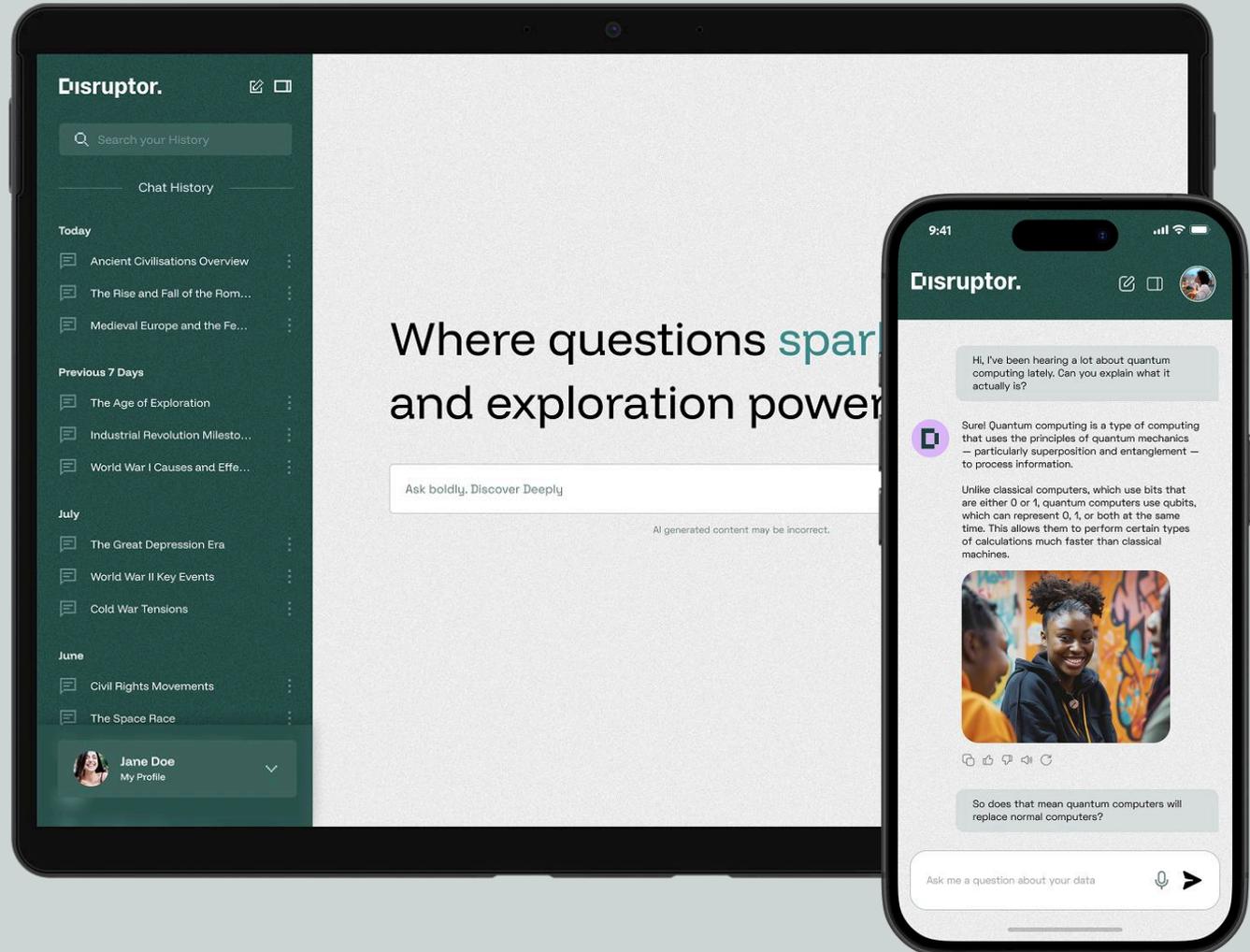
WSTF RIIMS

Role: Lead Product Designer | Focus: Public Sector & Social Impact | Sector: Service Design

The Challenge: Digitising a National Ecosystem

The Water Services Trust Fund was using paper and spreadsheets to track water projects across Kenya. This led to slow reporting, lost data, and a total lack of a "big picture" for the government to decide where to spend money.

Staff dashboard showing active projects and task management

Donor and project tracking view

WSTF RIIMS

Role: Lead Product Designer | Focus: Public Sector & Social Impact | Sector: Service Design

The Strategy

- Designed an offline-first system that saved work locally and synced automatically on reconnection, eliminating data loss for field officers working in low-connectivity areas.
- Simplified complex, multi-page compliance forms into structured digital steps, making the system accessible to users with low digital literacy without reducing the data requirements.
- Designed an executive dashboard that gave headquarters a real-time view of every active water project across Kenya, enabling national-level planning for the first time.

Project submission flow, complex data broken into structured steps

*Milestone tracking view with status, budget, and activity layers*

WSTF RIIMS

Role: Lead Product Designer | Focus: Public Sector & Social Impact | Sector: Service Design

The Outcomes

- Reporting time dropped by 40%, meaning projects got funded and finished faster.
- Data accuracy went up by 25% because the system caught errors before they were submitted.
- Multiple regional agencies now use one single "source of truth," making national water planning possible.
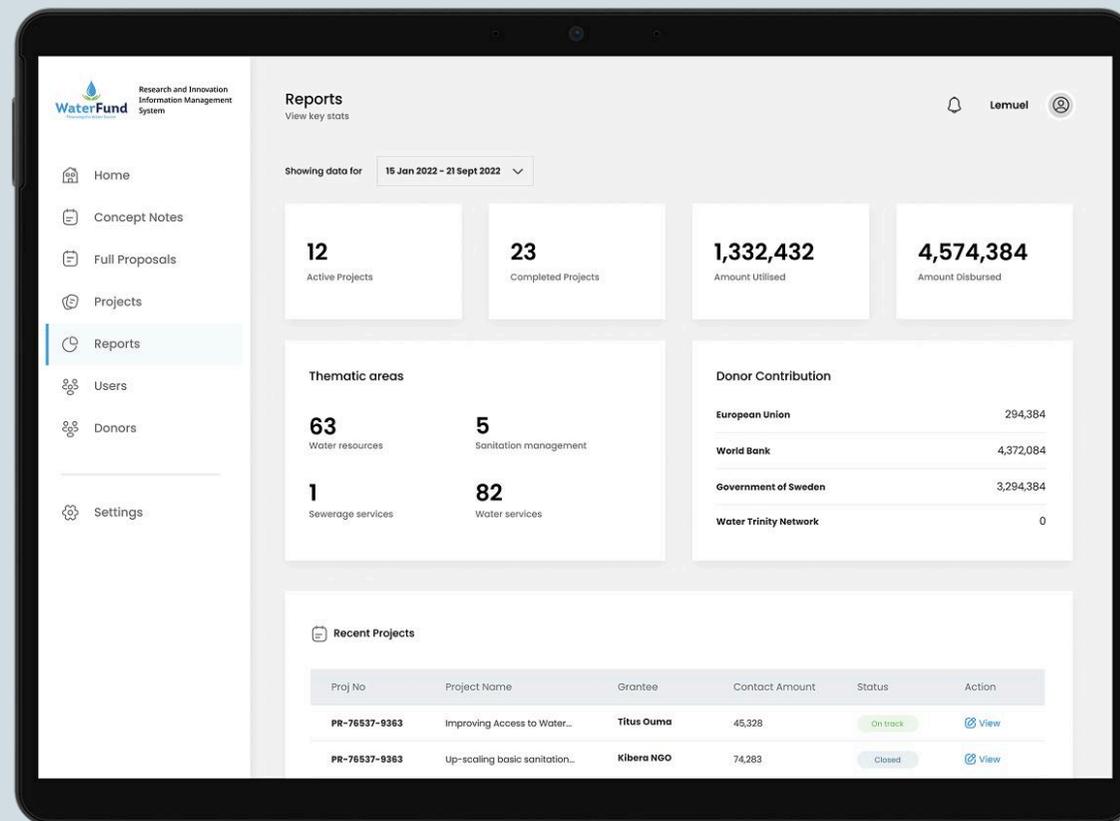
Reports view showing consolidated national water programme data

PROJECT LINK

View Project

Let's Connect

If something here resonated, I'd love to continue the conversation. Whether it's a role, a project or just an exchange of ideas, feel free to reach out.

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