

Austine Maina

Product Design Leader | Fintech & AI Products

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SUMMARY

Product Design Leader with 7+ years building fintech, insurance, and AI products for millions of users across East Africa. Led teams of 3+ designers, built scalable design systems, and shipped products driving measurable results: 40% increase in sales leads, app store rating lift from 3.1 to 4.2, and 49,000 hours of user engagement.

WORK EXPERIENCE

July 2022 - Present

Lead Product Designer: Dentsu Kenya

Led design for Tier-1 clients including Britam, KCB Bank, Jubilee Insurance, and Cadbury, aligning design decisions with product and engineering stakeholders. Owned end-to-end design for mobile banking apps, insurance platforms, and AI-powered media intelligence tools. Mentored team of 3 designers while maintaining hands-on design work. Built design systems that reduced onboarding time and ensured consistency across projects.

May 2022 - June 2022

Product Design Consultant: Freelance

Designed WSTF RIIMS grant management platform, cutting reporting time by 40% and improving data accuracy by 25%. Created Bima Leo micro-insurance marketplace, simplifying policy comparison for first-time buyers.

Jul 2019 - Apr 2022

Front-End Developer: Squad Digital

Led front-end implementation for digital platforms, translating UX designs into production code. Technical background enables effective collaboration with engineering teams and design within real-world constraints.

2011 - 2019

Web Developer Roles: Various Companies

Progressive web development experience building responsive interfaces and client solutions.

Skills

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

Tools

Design: Figma, Adobe Creative Suite, FigJam

Research: Miro, Maze, UserTesting

Development: HTML, CSS, TailwindCSS, JavaScript, Git

AI-Tools: Generative AI for research synthesis, prototyping, and UX writing

EDUCATION

2009

Inoorero University

Diploma in Information Technology