Austine Maina

Senior Product Designer | Fintech & AI Products

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SUMMARY

Product Designer with 7+ years helping teams design apps, websites and platforms for finance, insurance, e-commerce and AI-led products.

I've led UX work for brands including Britam, KCB Bank, Jubilee Insurance, Cadbury and EABL, from early problem definition to final design. My strength is making complex services easier to understand, easier to use and more useful to the business.

Recent work includes improved app ratings, stronger lead generation and more engaging digital campaign experiences.

WORK EXPERIENCE

July 2022 - Present

Lead Product Designer: Dentsu Kenya

Lead UX and product design for client work across banking, insurance, commerce, campaigns and AI products.

- Led UX for KCB Mobile, simplifying key banking flows. App rating improved from 3.3 to 4.6.
- Redesigned the myBritam app, covering onboarding, policies and payments. App rating improved from 3.1 to 4.2.
- Redesigned Britam websites, improving product discovery and supporting 40% growth in leads.
- Designed Disruptor, an AI platform that turns complex media data into clearer dashboards.
- Led and mentored up to 5 designers, while staying hands-on across UX, UI and design systems.

May 2022 - June 2022

Product Design Consultant: Freelance

Designed products that made internal workflows and customer services easier to use.

- Designed WSTF RIIMS, a grant management platform supporting 1,000+ applications.
- Designed BIMA Leo, making auto-insurance quote comparison and checkout simpler for buyers.

Jul 2019 – Apr 2022

Front-End Developer: Squad Digital

Built front-end code for websites, campaigns and digital products.

- Worked with designers and engineers to bring UX designs to life.
- Built a technical foundation that helps me design with real build constraints in mind.

2011 – 2019

Web Developer Roles: Various Companies

Built websites and client platforms for different organisations.

- Designed and developed responsive websites.
- Handled client communication, delivery and front-end implementation.

Skills

Product Design
UX Strategy & Research
Information Architecture
Interaction Design
Design Systems
Accessibility
Stakeholder Management
Team Leadership
Front-End Implementation

Tools

Design: Figma, Adobe Creative Suite

Research & Collaboration: FigJam, Miro, Maze, UserTesting

Development: HTML, CSS, Tailwind CSS, JavaScript

AI Tools: Research synthesis, ideation, UX writing and prototyping support

EDUCATION

2009

Inoorero University

Diploma in Information Technology