

Austine Maina

Senior Product Designer | UX Strategy & Behavioural Design

ABOUT

I'm a Senior Product Designer with 7+ years leading end-to-end UX for B2C products in fintech and e-commerce, working with platforms at the scale of 500K+ users.

I operate at the strategic layer, defining research direction, shaping UX strategy, and aligning design decisions to business goals, while staying hands-on with the craft. I've led teams of up to five designers and partnered with PMs and engineers to simplify complex financial and commerce experiences, improving activation, conversion, and operational efficiency.

My approach combines behavioural design principles with data-informed iteration. I don't just design interfaces. I help teams decide what to build and why.

WORK EXPERIENCE

July 2022 - Present

UX Lead: Dentsu Kenya

Lead UX strategy across client digital products, aligning user experience with business objectives and measurable KPIs. Own end-to-end design from discovery to delivery, establishing research frameworks, scalable design systems and clear design principles.

Collaborate closely with product, engineering and business teams to drive alignment and execution, while mentoring designers and raising craft standards across projects.

May 2022 - June 2022

UX Consultant: Freelance

Advised organisations on UX strategy and interface design, delivering solutions aligned to operational and business goals. Designed a research and innovation management system for the Water Services Trust Fund, improving data accessibility and workflow efficiency.

Jul 2019 - Apr 2022

Front-End Developer: Squad Digital

Led front-end implementation for digital platforms, translating UX concepts into responsive, high-performance interfaces across multiple client projects.

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

Contacts

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Skills

Product Strategy
Research & Validation
Experience & Interface Design
Design Systems
Front-End Implementation

Tools

Design & Prototyping: Figma,
Adobe Creative Suite

Research & Collaboration:
FigJam, Miro

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