

Michael Ssenyonjo, Senior Product Designer

Nairobi, Kenya | +254741360202 michaelsenyonjo.work@gmail.com | [LinkedIn Profile](#) || [Portfolio](#)

Experienced and results-driven senior product design leader with expertise in crafting intuitive user experiences and scalable design systems for B2B and B2C products. Expertise in payments, data-intensive systems and AI/ML-driven solutions. Recently led the design of the retention experience on a 30+ member team at [M-KOPA](#), [contributing to \\$400M ARR by launching innovative products](#) that enhanced financial health and access for five million customers.

Senior UI/UX Consultant | Freelance

- Led multiple projects, designing feature-rich dashboards and complex user flows for diverse industries including fintech, energy, edutech, emergency systems, etc on Android, iOS and Web.
- Specialized in design systems, user research, usability testing, responsive design and accessibility.
- Delivered solutions incorporating advanced data visualization, multi-step interactions, and technical workflows.
- Worked on projects across health insurance, mental and behavioural health, pet management, learning management systems, financial systems, business development systems, call center workflow optimisation and agent scripting.

Product Design Facilitator | Refactory | 2023 - Present | Remote

[Refactory](#) in Uganda is a tech skilling academy that trains and empowers youth for careers in software development and the digital economy.

- I facilitate the 12-week Product Design program for an average of 10-15 students per cohort focusing on practical and relatable practises I have experienced. Routine activities include lesson planning, material presentation and explanation, assessment, safeguarding and inclusion practices, student profiling for specialised support, go to market support and mentoring, curriculum development and review.

Senior Product Designer | M-KOPA | 2020 - 2024, Remote (London)

[M-KOPA](#), a 4-time [fastest growing African startup](#), supports 6 million Africans with financing, loans and insurance, disbursing \$1.5B+ in credit.

- Established foundational design practices as the first product designer.
- Led customer app redesign, increasing daily active users by 15x and boosting retention-related sales by more than 4000 daily sales.
- Designed data-rich interfaces and complex user flows across 5 cross-functional groups.
- Developed personas and user research protocols, influencing product strategies; meeting 80% of design goals.
- Contributed to AI-driven loan products generating ~\$3M monthly, boosting portfolio performance by 30%.

Product Designer | Awamo GmBH (acquired by Fin) | Mar 2020 - July 2020, Hybrid (Kampala)

[Awamo](#) uplifts the bottom 2% of underserved African businesses through microfinance software products.

- Spearheaded the redesign of a data-intense client dashboards, improving daily active users by 40%.
- Enhanced usability through extensive user research and stakeholder collaboration.
- Significantly improved velocity of the design and development teams through agile practices.

Senior Product Designer | SafeBoda | 2017 - 2020, Remote

[SafeBoda](#) offers safer motorcycle taxi rides, food and parcel delivery, and cashless payments in Kampala and Nairobi.

- Designed and scaled five applications (2 Android, 1 iOS and 2 web) from MVP to launch.
-

-
- Led the successful redesign of the SafeBoda ride, delivery and fintech products.
 - Led and expanded the QA team from 1 to five, boosting app quality by 40% .
 - Built a multicultural design team of six and guided its growth until a Head of Design was hired.

Quality Assurance Lead |SafeBoda | 2017 - 2018, In-person

- Led the team quality assurance across 5 products, achieving significant reduction in post-release bugs.
- Managed and owned test criteria and use case documentation for our test runs.
- Onboarded, trained and mentored QA team members, ensuring their effective integration and productivity.
- Managed QA resources to optimize workflow and efficiency by more than 50%.

Graphic Designer and Brand Manager | Reach A Hand Uganda | 2015 - 2016

[RAHU](#) empowers youth through Sexual and Reproductive Health awareness, HIV/AIDS awareness and skills development.

- Designed over 50 reports, presentations and project briefs annually into compelling design concepts.
- Co-created logos and brand assets for 10+ new projects, collaborating closely with team members.
- Developed branding concepts, plans, and mockups for 5 major event venues, ensuring full brand representation.
- Designed and managed production of 100+ event materials, including banners, flyers, shirts, and booklets, ensuring timely delivery for all events.
- Maintained an internal bank and managed 200+ brand assets and electronic files, guaranteeing consistent supply of internal documents.
- Collaborated with partners and external consultants to successfully integrate their brands into organizational artwork.

Consultancy projects

Over the years, I have consulted with [KCCA](#) (health emergency services), [TREEO](#) (carbon offsets), [Wikimedia](#) (UX research), [YUX Design](#) (UX Research agency), [UNMC](#) (edutech), [Refractory](#) (Education), [StartHub Africa](#) (Startup support) [Nemidis](#) (POS systems), [Peach cars](#) (automotive sales), [Innovex](#) (energy monitoring), [Envision Radiology](#) (health-radiology), [PetKey](#) (pet management), [Reveloop](#) (Behavioral Health Cycle Management) among others .

Education and Certification

- [d.MBA](#): Business Design & Strategy
- [Pichler Consulting](#): Product Strategy & Roadmap Certification
- [Interaction Design Foundation](#): Human-Computer Interaction
- [Kyambogo University](#): BSc. Human Nutrition & Dietetics

Skill & Technologies

- **Analytics & Experimentation**: Looker, Power BI, Excel, Clevertap
- **Product/Design**: Figma, Sketch, Protopie, Framer, Notion, ChatGPT, Azure DevOps, Miro, Maze.
- **User Research**: Usability tests, journey mapping, UX audit and analysis, competitive analysis.