

PROFESSIONAL SUMMARY

Experienced UI/UX Designer with 5+ years delivering user-centered digital products across fintech, telecom, events, and environmental sectors. Proven expertise in UX, UI, and end-to-end product lifecycle, with strong user research and cross-functional collaboration skills. Open to relocation and remote opportunities worldwide.

CAREER HIGHLIGHTS

- Led UX/UI design for MTN Uganda's MyMTN App and SD-WAN platform, creating a unified design system and increasing design delivery.
- Directed redesign projects at TBWA\ Uganda, including Explore Uganda's tourism portal, achieving improved usability scores and consistent cross-platform branding.
- Developed responsive dashboards, mobile apps, and marketing materials for Events Factory, enhancing task completion rates and user engagement in the events sector.
- Designed SME credit and farmer service apps at eMaisha Pay, increasing onboarding completion and retention rates through UX-driven improvements.
- Delivered visual communications for Kikandwa Environmental Association, producing donor-ready reports, infographics, and sustainability campaign materials.

TECHNICAL SKILLS

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| ▪ User Interface Designs | ▪ User Research & Interviews | ▪ Stakeholder Communication |
| ▪ Interaction Design | ▪ Usability Testing & Analysis | |
| ▪ Visual Design | ▪ User Flow Mapping | ▪ Adobe Creative Suite (Photoshop & Illustrator) |
| ▪ Responsive Web & Mobile Design | ▪ Information Architecture | ▪ HTML/CSS Basics |
| ▪ Design Systems Creation & Management | ▪ UX Writing | ▪ Presentation & Pitch Deck Design |
| ▪ Prototyping (Figma, Adobe XD) | ▪ Wireframing (Low & High Fidelity) | ▪ Branding & Visual Identity Design |
| ▪ Accessibility Compliance (WCAG) | ▪ Cross-Platform Product Design | |
| ▪ Dashboard & Data Visualization | ▪ Agile & Scrum Collaboration | |

EXPERIENCE DETAILS

Creatabuzz Communications

Job Title : UI/UX Design Lead

Kampala, Uganda

January 2025 – Till Date

Project Goal: Improve user experience and consistency across MTN's digital ecosystem through research-driven interface design, scalable systems, and interactive prototypes, working with MTN Uganda via M&C Saatchi

Roles and Responsibilities

- Led design for MTN Uganda's MyMTN app, SD-WAN platform, and enterprise tools, ensuring a consistent visual identity across all platforms.
- Designed and maintained a multi-platform design system, enabling faster design delivery, improved scalability, and reduced inconsistencies across teams.
- Facilitated MTN Group's regional UX/UI Bootcamp in Uganda, coaching teams on design thinking, rapid prototyping, and iterative usability testing.
- Partnered with marketing teams to produce internal communications visuals, aligning materials with MTN's brand standards and campaign objectives.
- Conducted user testing and feedback sessions to guide product feature improvements, enhancing usability and customer satisfaction metrics.
- Collaborated with developers to ensure pixel-perfect implementation and reduced design drift during production deployment.

TBWA\Uganda

January 2022 – December 2024

Job Title: UI/UX Design Lead

Kampala, Uganda

Project Goal: Redesign digital products for telecom, media, Alcohol brands, and tourism clients to enhance usability, accessibility, and brand alignment.

Roles and Responsibilities:

- Directed end-to-end design projects for telecom, media, and tourism clients, including the MyMTN app redesign and the Explore Uganda tourism site.
- Standardized UI components and accessibility compliance across multiple products, ensuring a cohesive user experience across web and mobile.
- Worked closely with developers to deliver high-fidelity product builds with minimal variance from approved designs.
- Led usability testing sessions, synthesizing insights into actionable design iterations that improved user satisfaction.
- Delivered design workshops to upskill internal teams in modern UX tools, accessibility principles, and design process workflows.
- Produced marketing collateral and presentation visuals to support client campaigns while maintaining brand guidelines.

Events Factory

November 2023 – August 2024

Job Title: UI/UX Designer

Kigali, Rwanda

Project Goal: Design a responsive events dashboard and mobile app to streamline event management and attendee engagement.

Roles and Responsibilities:

- Designed responsive dashboards, a mobile events app, and a marketing site for Smart Events, enhancing attendee engagement and event management efficiency.
- Conducted field research to map user journeys, uncovering pain points and improving task success rates in the events management platform.
- Produced high-impact landing visuals, banners, and collateral for promotional campaigns, driving event sign-ups and ticket sales.
- Developed interactive prototypes for stakeholder reviews, accelerating feedback cycles, and feature validation.
- Partnered with developers to implement adaptive layouts and ensure optimal cross-device performance.

eMiaisha Pay

March 2020 – August 2023

Job Title: UI/UX Designer

Kampala, Uganda

Project Goal: Build intuitive SME credit, farmer services, and agent dashboards to improve financial inclusion and user adoption.

Roles and Responsibilities:

- Designed and refined SME credit, farmer service, and agent dashboard applications to support rural and urban economic activity.
- Used analytics and user feedback to improve onboarding flows, resulting in higher customer activation rates and reduced churn.
- Created interactive prototypes for stakeholder demonstrations, ensuring buy-in before development phases.
- Partnered with engineers to deliver fully functional products aligned with the original design specifications.
- Produced brand-aligned marketing assets for product launches and campaigns targeting key user segments.
- Contributed to building a B2B SaaS product offering, handling the full UX lifecycle from discovery to delivery.

Kikandwa Environmental Association

December 2017 – December 2019

Job Title: Visual Communicator

Kampala, Uganda

Project Goal: Create visual content for environmental education, community outreach, and donor communication.

Roles and Responsibilities:

- Designed environmental education materials, donor reports, and infographics for outreach programs in rural communities.
- Created branding assets for campaigns promoting sustainable forestry and conservation practices.
- Developed visual storytelling materials to communicate complex environmental issues to non-technical audiences.
- Coordinated with stakeholders to ensure design outputs met both functional and aesthetic goals.
- Delivered visual content under tight deadlines for awareness events and workshops.

Professional Certifications

- **Certificate** – Service Design: How to Design Integrated Service Experiences – Interaction Design Foundation
- **Google UX Design Specialization** – Coursera.org
- **Product Strategy Micro-Certification (PSC)**™ – Product School

Education & Professional Training

- **Bachelor of Science in Visual Effects and Animation (Ongoing)** – Victoria University
- **Diploma in Business Administration** – Westford University College.