

Product designer blending human-centred design with AI-driven innovation to build scalable, high-impact digital products. Experienced across the full product lifecycle—from research and strategy to prototyping and delivery—turning complex challenges into intuitive user experiences.

Education

Building Scalable Design Systems	Information Systems Management	BSc. Computer Science
Memorisely	KCA University	Jomo Kenyatta University
Certificate	Diploma	Bachelors
Sept 2021- Nov 2021	June 2009 - May 2010	Jan 2008 - Nov 2012

Work highlights

- Gapstack www.gapstack.com

UX Engineer-Payments Systems B2B

Oct 2024 - Current

Led end-to-end design of complex fintech products focused on cross-border payments, remittances, and digital trade finance, delivering scalable, user-centered solutions for businesses and financial institutions.

Notable successes

- Owned the design lifecycle from discovery to delivery across global payments and trade finance platforms, simplifying complex financial workflows such as onboarding, compliance (KYC/AML), and transaction flows.
 - Designed intuitive dashboards and transaction experiences that improved visibility into payments, liquidity, and supply chain financing operations.
 - Built and maintained scalable design systems to ensure consistency across multi-country, multi-currency platforms.
 - Integrated AI-driven features (e.g., intelligent reconciliation, fraud detection signals, and workflow automation) into product experiences to improve efficiency and decision-making.
- Kwara GmbH www.kwara.com

Customer Experiences Manager

April 2022 - July 2024

I pioneered the creation of a (Neobank) digital bank app solution integrated with SACCOs, credit unions resulting in exponential business growth and a substantial increase in user base. My role required designing logical and consistent data structures, conducting comprehensive assessments, and implementing user-centered design solutions.

Notable successes

- Led design activities, collaborating with cross-functional teams to create a clear product vision and strategy.
 - Developed and maintained design systems and libraries, ensuring consistency and scalability.
 - Conducted user research, including workshops, surveys, and usability testing, to inform design decisions.
 - Drove user-centred design approaches, enhancing product usability and customer satisfaction.
 - Lead research efforts to acquire 400K new MAU(monthly active users)
 - Scaled business to \$200K in MRR(monthly recurring revenue)
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Impacc GmbH www.impacc.com

Snr. Product Manager

April 2019 - May 2022

My work involved leading user-centered research initiatives that significantly grew the product's user base, reaching 400,000 new monthly active users. I also spearheaded market expansion into new regions like Ethiopia, Uganda, and Ghana, demonstrating adaptability and strategic thinking in scaling digital products to new markets.

Notable successes

- Managed end-to-end product development processes, including design, testing, and iteration.
 - Championed user research initiatives to understand pain points and improve the user experience.
 - Led cross-functional distributed design teams in agile development, ensuring project goals and timelines were met.
 - Conducted qualitative user research and got insights that shaped the franchise app for the B2B ERP platform.
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Mastercard Labs

Senior Product Researcher

April 2019 - May 2020

I worked as a Senior Product Researcher, driving data-driven product innovations and enhancements. I conducted comprehensive user research, utilizing a wide range of qualitative and quantitative methods to understand user behavior and needs. This research informed the development of user personas, journey maps, and design strategies that aligned with both user expectations and business goals.

Notable successes

- **Enhanced Product Usability:** Led the design and execution of usability tests that identified critical user experience gaps, resulting in a 20% increase in user engagement and improved product satisfaction scores.
 - **Cross-Functional Collaboration:** Facilitated workshops with developers, designers, and business stakeholders to align product goals, which accelerated the product development cycle by 15%.
 - **Data-Driven Decision Making:** Utilized advanced data analysis techniques to identify emerging market trends, guiding product adjustments that contributed to a 10% uplift in new user acquisition.
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○ Andela

Staff Product Designer

Oct 2017 - March 2019

I led the design and user experience strategy for multiple product lines, overseeing a talented team of designers and researchers. I drove the adoption of agile methodologies, optimizing the design workflow and accelerating the delivery of high-quality, user-centered products. My efforts were pivotal in expanding Andela's product capabilities, including seamless integration with third-party APIs, which supported the company's rapid growth and contributed to its success in achieving unicorn status, solidifying its market leadership in the tech industry.

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○ Phink Digital

Software Engineer & DevOps

Dec 2014 - Oct 2017

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Ogilvy

Front-End Developer

April 2012 - Nov 2014

At Ogilvy & Mather, I worked as a Software Developer, where I was pivotal in building dynamic, interactive web applications and digital solutions for a diverse range of clients. I played a key role in developing an e-commerce app and integrating mobile payment solutions with Safaricom M-PESA, significantly enhancing user convenience and engagement.

Notable successes

- Contributed 8 PR's in various open source projects.
- Great experience building front-end designs from UX designers
- Cemented my product design pitching skills to major stakeholders
- Developed over 20 website using varied languages Node js, css, HTML

Recent Projects

Kwara NeoBank for credit unions

Intuitive product with seamless UX solving Fintech most dreaded challenges.

[Figma interactive App here](#)

Impacc Franchise App

Social businesses targeting base of pyramid communities in Africa (impacting population living on less than \$2 a day)

[Figma interactive App here](#)

Publications

<https://medium.com/@yegokevins>

Portfolio

<https://phinkdigital.com/work>