

Godwin Olingo

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Professional Work Experience

Customer Experience Design Consultant

July 2022- Current

ABSA-Kenya

- Conducting qualitative user research to understand how poor client onboarding and client experience contribute to the rising number of dormant accounts in the bank.
- Just concluded a UX/UI audit on ABSA's online banking platform to identify design and UI flaws contributing to a 40% drop-off rate among first-time users.
- Developing a client experience research framework to help the client experience team assess project impact and prioritize user research projects as they come in.

JASIRI Business Leadership and Startup Fellow

May 2021- July 2022

Allan and Gill Gray Philanthropy-Rwanda & Kenya

- Led two field research teams in conducting quantitative and qualitative research with identified stakeholders to identify specific pain points that can be addressed with design.
- Built custom user research tools like empathy maps, brain dump templates, and thought flow diagrams to help collect and collate field data.
- Facilitated over 10 different design sprints and design thinking sessions to help generate possible ideas to explore as potential solutions for two different teams.
- Visualized concepts through low and high-fidelity wireframes designed by Figma, InVision, and Adobe XD to help us understand how different solutions would work.
- Guided two startups through different phases of pivoting by adopting a hybrid-design thinking approach to problem-solving by introducing a *4-page idea chart* coupled with a *yes-no-maybe matrix* that helped the teams analyze and prioritize ideas from our ideation sessions.

Creative Designer (Temporary Contract)

Jan 2021-May 2021

PATH International-Living Labs Department-Kenya/Tanzania/Malawi

- Conceptualized a human milk management system that ensures each of the 20 preterm, sick, and orphaned babies born in Pumwani Hospital get access to over 25 litres of donated human milk daily.
- Coordinated and participated in over 50 qualitative user research sessions (mostly interviews, observation, and questionnaires).
- Enhanced product designs for different projects including the vaccine hesitancy, new-born nutrition, Diabetes care pack, and Medical Equipment project by auditing and providing valuable insights to the respective teams.

Co-Founder and Client Experience Officer

Mar 2018- Jan 2021

VENDOOOR -Ghana

- Conducted quantitative and qualitative field and virtual user research to understand the pain points in event planning.
- Guided a team of 4 through 20+ design sprints and design thinking sessions to generate ideas to test as probable solutions to the pain points identified.
- Designed, tested, and deployed an all-inclusive event planning platform that helped event planners to plan an event without any other tools.

Other Roles Held

- Priority and Business Banking Client Service Manager-Standard Chartered Bank
- Sales, Service, and Support Officer- Standard Chartered Bank

Education and CertificationsPost Graduate Certificate in
Software EntrepreneurshipMeltwater Entrepreneurial
School of Technology-Ghana

Aug 2019-Aug 2020