

Hello!

I'm Mary Mutemi, a UI/UX designer passionate about creating intuitive interfaces and efficient systems that deliver engaging user experiences for online platforms. With a background in front-end development, I approach design not only from an aesthetic perspective but also with a focus on user value, data-driven insights, and practical implementation,

Key Skills

UI/UX Design: Prototyping, Wire framing, User Research, Design Systems, Usability Testing

Design Tools: Figma, Adobe XD, Sketch, Illustrator, Photoshop.

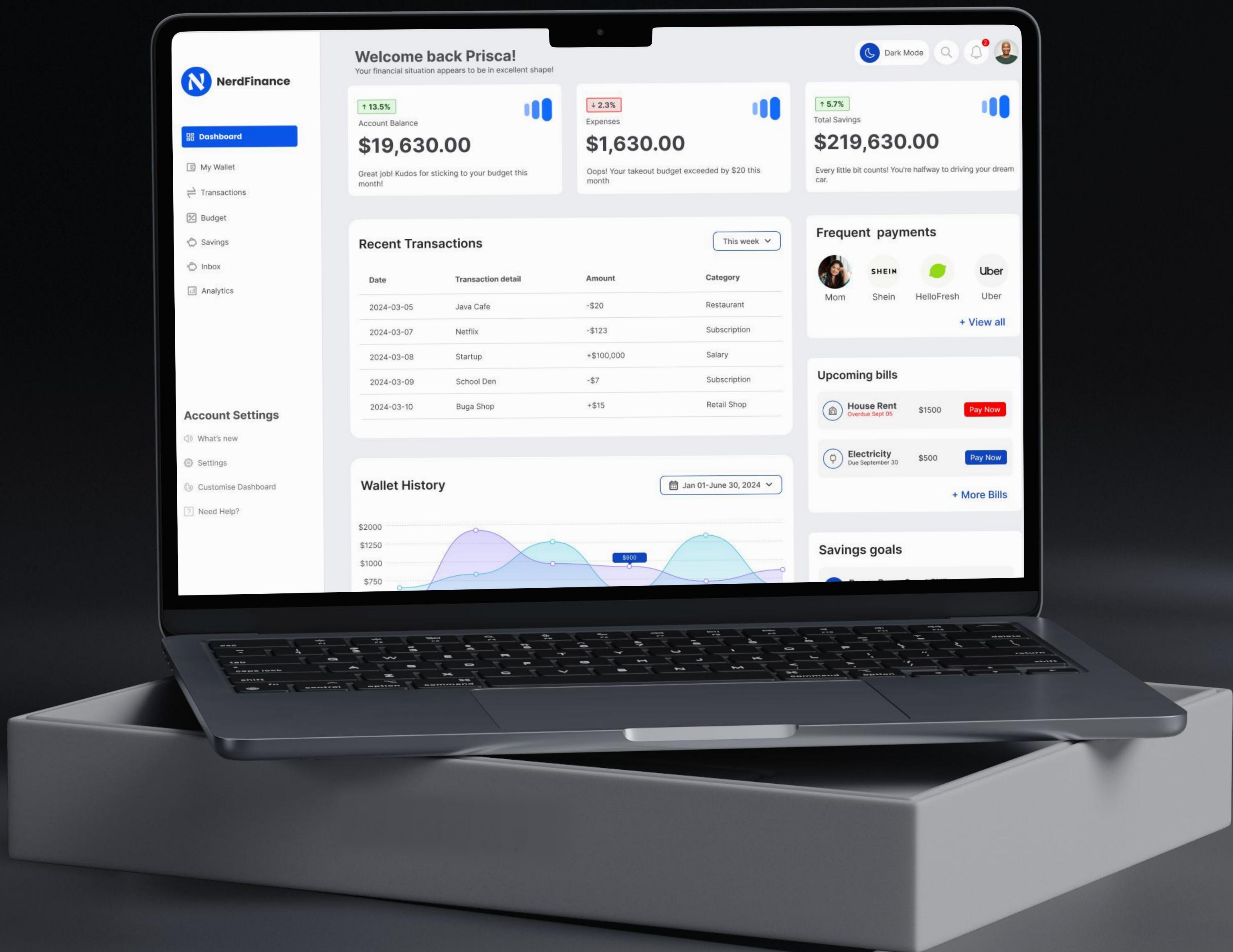
Front-end Technologies: HTML, CSS.

Collaboration: Agile, Cross-Functional Teams, Stakeholder Management.

Featured Projects

NerdFinance

For this project, I designed a visually captivating and user-friendly financial dashboard for NerdFinance, a personal finance management tool to help their clients quickly navigate through their financial data and easily take action like paying bills or tracking their savings progress, without feeling overwhelmed or confused. The goal was to create a smooth flow so that NerdFinance clients can focus more on reaching their financial goals and less on figuring out



The challenge

The main challenge was balancing large amounts of financial data with a user-friendly experience.

The aim was to create a simple yet informative, interface that offers users a quick overview of their financial health without overwhelming them.

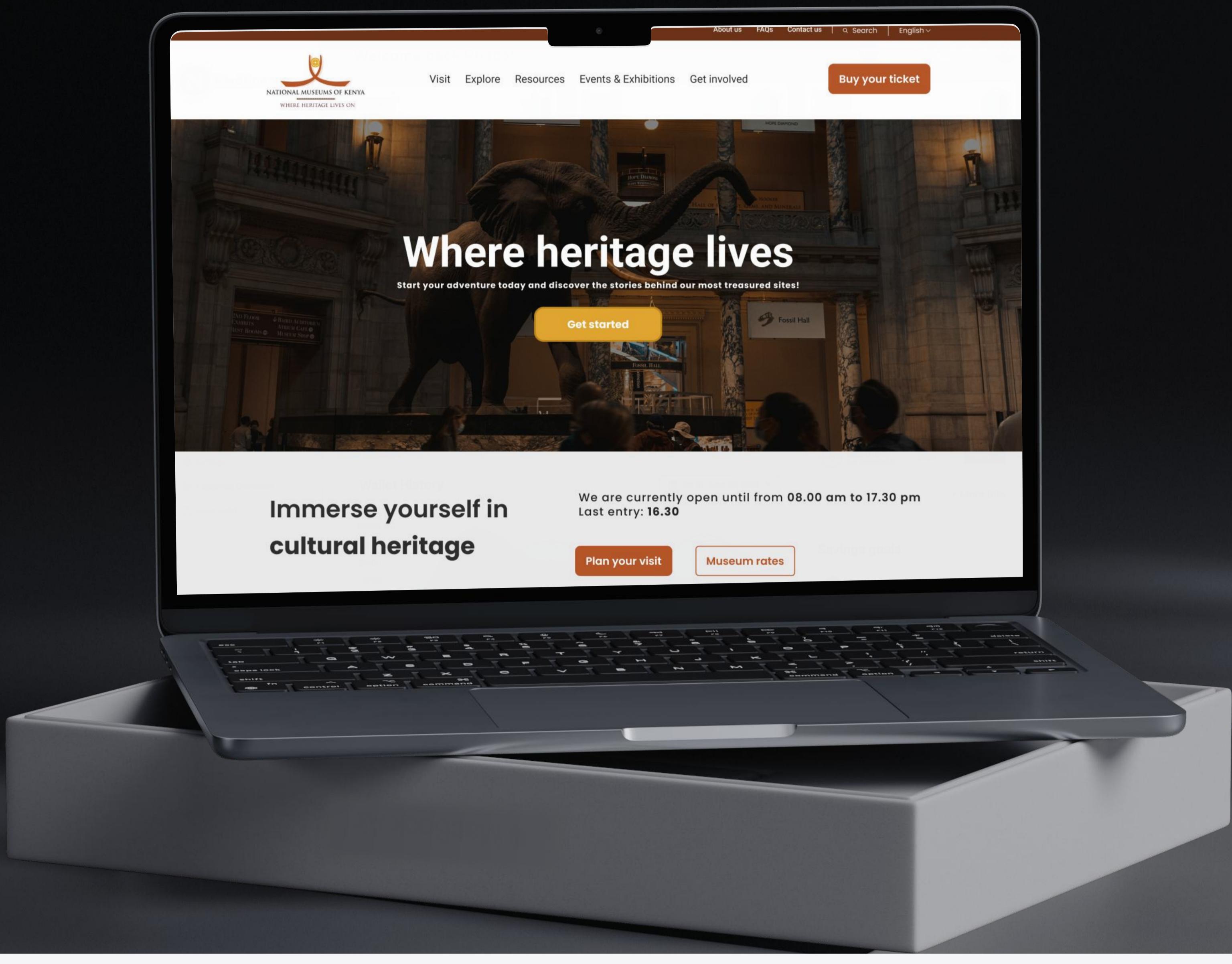
The solution

I created a layout that organizes information into manageable sections, including account balances, recent transactions, wallet history, frequent payments, and upcoming bills. Emphasizing visual hierarchy, I used bold headings and clear typography to direct users to essential data points.

Graphical elements, such as the wallet history chart, offer an intuitive summary of financial trends over time. This final design simplifies financial management, enabling users to track expenses and stay updated on bills. By providing a streamlined experience, users are more likely to engage with their financial goals and gain a greater sense of control over their budgets.

National Museums of Kenya

I redesigned the landing page for the **National Museums of Kenya**, focusing on enhancing user engagement and creating an immersive cultural experience. The goal was to make it easy for users to explore museum offerings, plan visits, ticket information and discover upcoming events.



Users Pain Points

- The online payment system is only available for local visitors, and there is no clear link or call-to-action directing users to ticketing information.
- Visitors found the process of entering the museum to be overly complicated and not user-friendly.
- Cash payments are not handled at the customer service desk inside the museum, but instead at a souvenir shop located outside. After making the payment, visitors must take a screenshot as proof of payment for admission.
- The museum rates lack a detailed breakdown of the different pricing tiers.

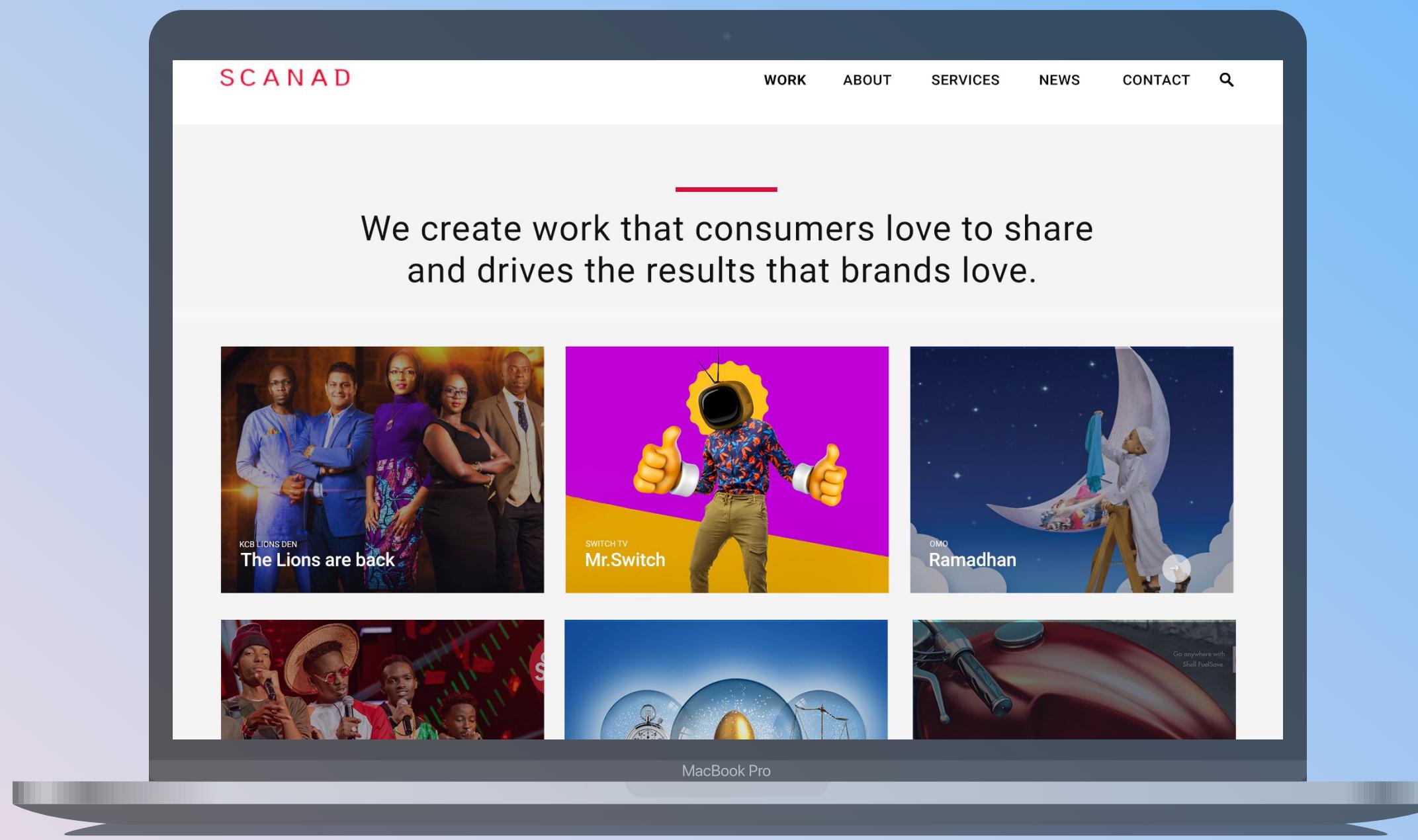
Solutions

- Make Online Payments Accessible for Everyone:** Introduce payments options through international credit cards, mobile wallets, or even PayPal, so no one is left out.
- Easy Ticket Purchase Experience:** streamline the entire ticket-buying process by offering a simple flow where users can select tickets, pay, and receive their tickets digitally, all in one go
- Detailed Pricing Information:** Provide a clear breakdown of all ticket types—whether for adults, kids, or tourists—so that everyone knows exactly what they'll pay. There won't be any surprises or hidden fees
- Prominent CTAs:** Clear and visible call-to-action buttons throughout the site for purchasing tickets, planning visits, and understanding rates. This way, visitors can quickly navigate to a simple, user-friendly ticketing page without hunting around for how to get tickets.

Scanad

I designed a landing page for Scanad, a leading marketing and advertising agency, to showcase their impressive portfolio of work. The page emphasizes Scanad's dedication to creating campaigns that resonate with consumers and drive brand results.

[View live website](#)



The challenge

The challenge was to create a visually engaging design that highlights diverse projects while maintaining a cohesive brand identity and clear navigation of the agency.

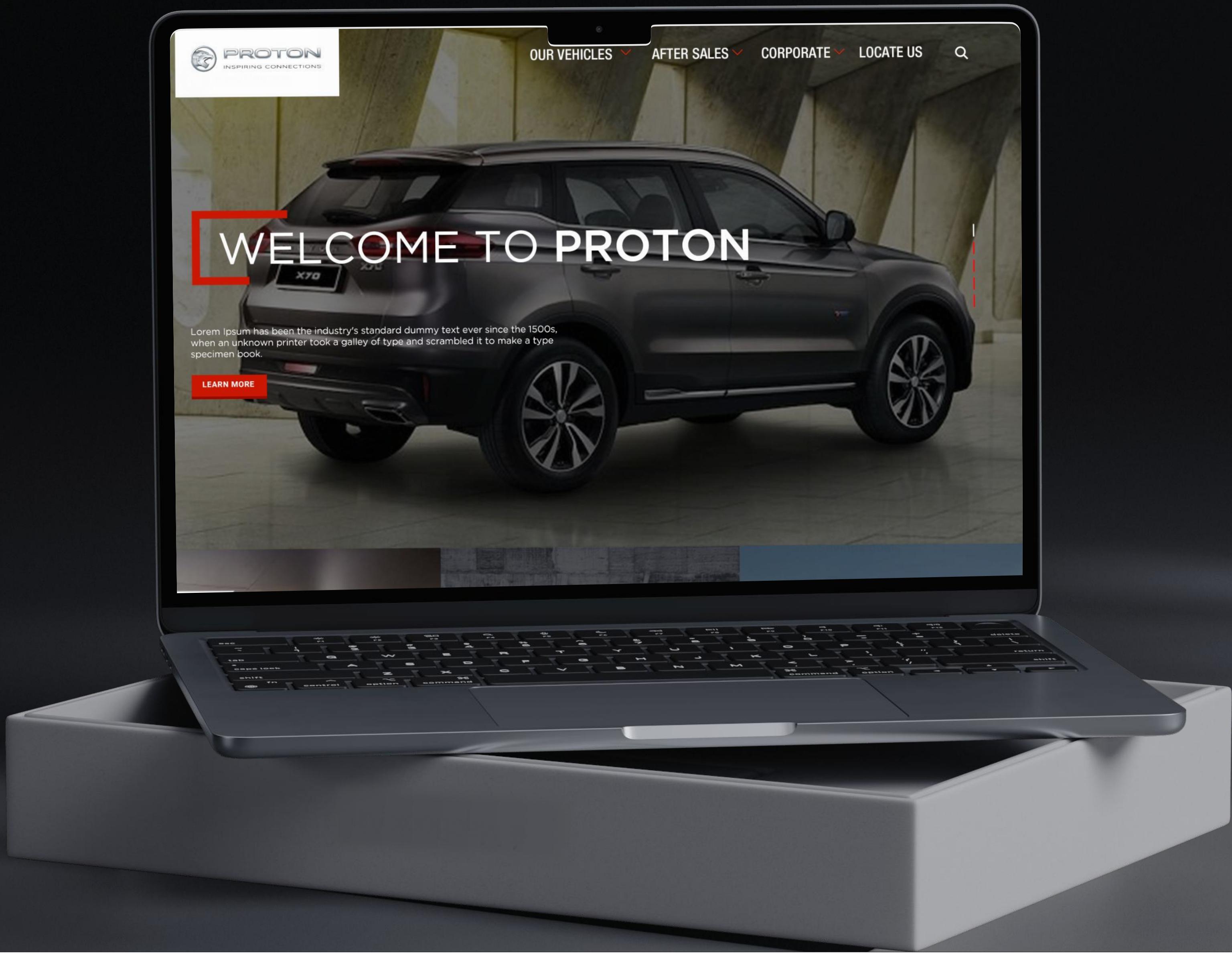
Solutions

To improve the user experience, I designed a layout that prioritizes simplicity and accessibility. The portfolio is arranged in a clear, grid-based structure, allowing users to quickly scan through various projects. The clean navigation ensures that users can effortlessly explore Scanad's work, with intuitive buttons and labels guiding them to more detailed content.

Proton Kenya

I was tasked with designing the Proton Kenya website to create a seamless user experience for exploring Proton vehicles. The primary objective was to provide an easy-to-navigate platform where users could learn about the cars, calculate loan payments, and test drive online.

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The challenge

- Making the website intuitive for non-tech-savvy users.
- Ensuring that information on vehicle models was easily accessible and visually appealing.

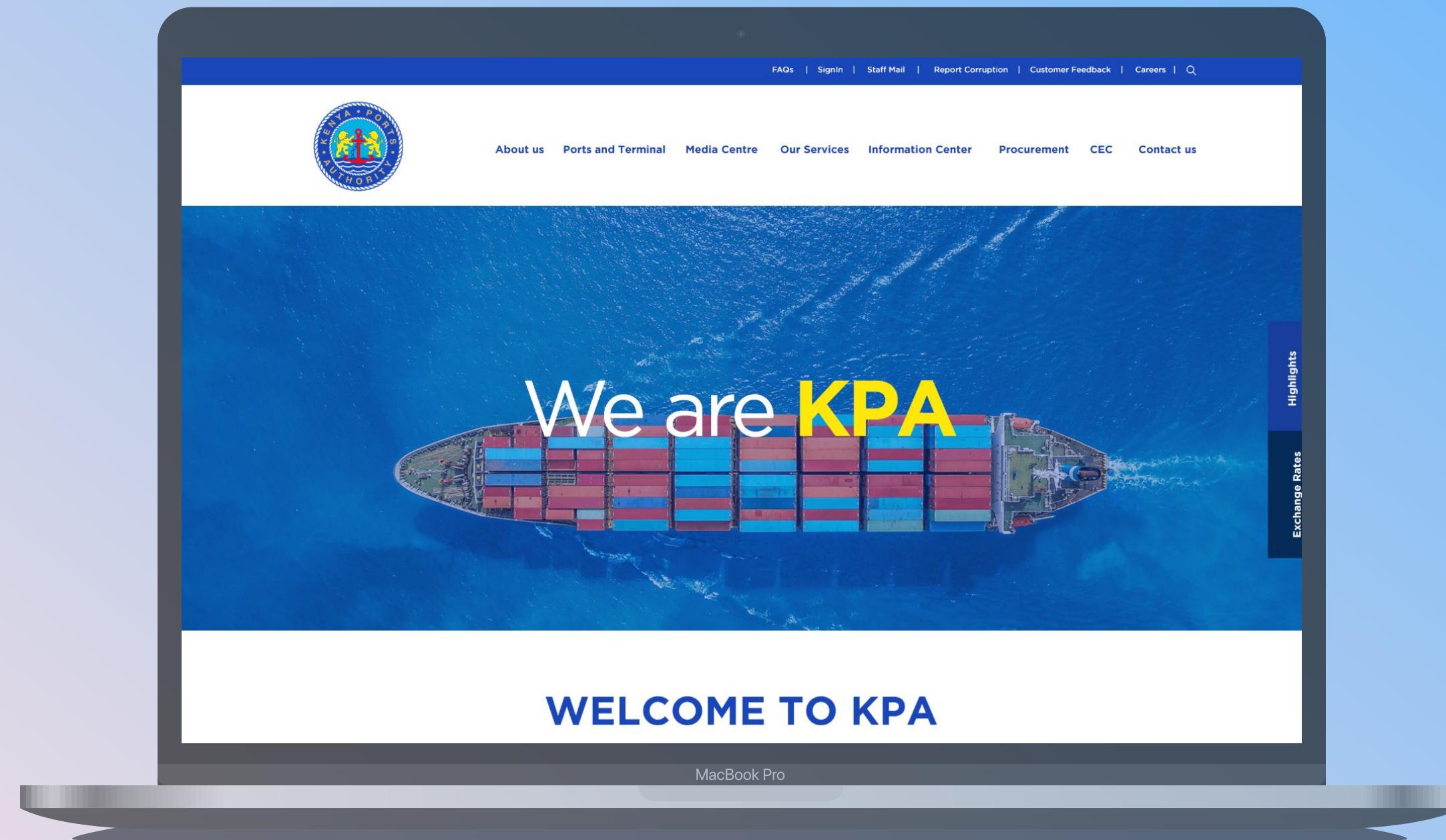
Solutions

To solve these challenges, I designed a clean, user-friendly interface with a clear navigation system. Features like a prominent "Loan Repayment Calculator" and "Explore Vehicle" options were placed strategically to guide users toward key actions. The dynamic map plugin also helped users locate service centers effortlessly, creating an engaging, informative, and user-centric experience.

Kenya Ports Authority

This project aimed to redesign the KPA website, focusing on creating a user-centered experience that simplifies access to critical services like navigation schedules, tariff guides, and port news. The goal was to offer users—whether importers, exporters, or logistics professionals—a streamlined and intuitive digital space for accessing information.

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The challenge

The challenges included making complex information like tariffs and schedules easy to find, organizing heavy content to avoid overwhelming users, and maintaining user engagement with updates and events without cluttering the interface.

Solutions

The solutions focused on the user by simplifying navigation with clear categories and prominent icons for key services like tariffs and schedules. The design enhances usability and helps users quickly find the information they need, improving overall satisfaction.

Simba Corp

For this project, the task was to provide users with a clean, informative, and engaging interface to easily navigate Simba Corp's services and values, while also keeping them informed on the latest company news and updates.

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The challenge

The key challenges include presenting Simba Corp's wide range of services clearly, maintaining a clean information hierarchy, and ensuring user engagement with news updates. Additionally, conveying the company's values in a concise, impactful way while avoiding clutter was essential.

Solutions

The design prioritizes the user by offering a clean, intuitive interface. Clear icons and categorized sections help users quickly understand Simba Corp's services. Strong, visible CTAs guide them effortlessly to more detailed information. The engaging news section keeps users updated without overwhelming them, while the "Our Values" area builds trust by clearly communicating the company's principles. The streamlined layout ensures users can find relevant information easily, creating a seamless and enjoyable experience tailored to their needs.

Thank you for your time

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