

Hi! I'm Mary Mutemi.

People are at the center of my work. For the past 5+ years, I've been designing web and mobile experiences that are inclusive, intuitive, and built to scale. I work closely with product and engineering teams to turn ideas and research into thoughtful solutions that feel simple and clear to the people using them.

I enjoy diving into complex challenges, uncovering what really matters to users, and shaping product direction around those insights. I'm at my best when collaborating with teams, navigating ambiguity, and designing experiences that create real value for both users and businesses.

Key Skills

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

Tools: Figma , Relume, Loki, Adobe Creative Suite, Sketch, VS Code, Zeplin, Maze

Front-End Development Skills: HTML, CSS

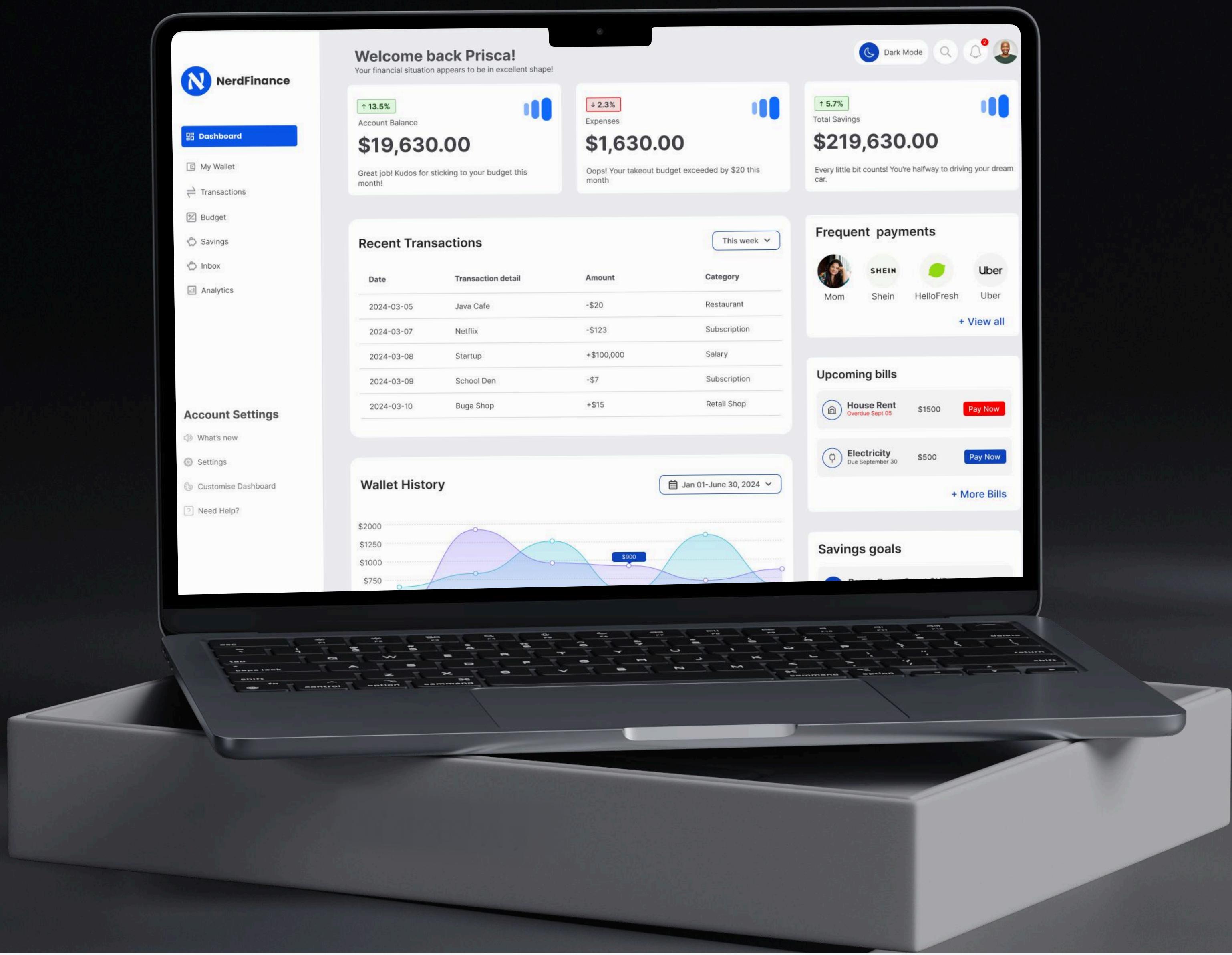
Team & Project Collaboration: Agile, Cross-Functional Teams, Stakeholder Management

Featured Projects

Portfolio Project: NerdFinance – Personal Finance Dashboard

Project Overview:

Designed a visually engaging and user-friendly financial dashboard for NerdFinance, a personal finance management tool. The goal was to help users navigate their financial data effortlessly, track savings, pay bills, and focus on achieving their financial goals without feeling overwhelmed.



The challenge

Balancing large volumes of financial data with a clean, intuitive interface. Users needed a quick overview of their financial health without confusion or cognitive overload.

The solution

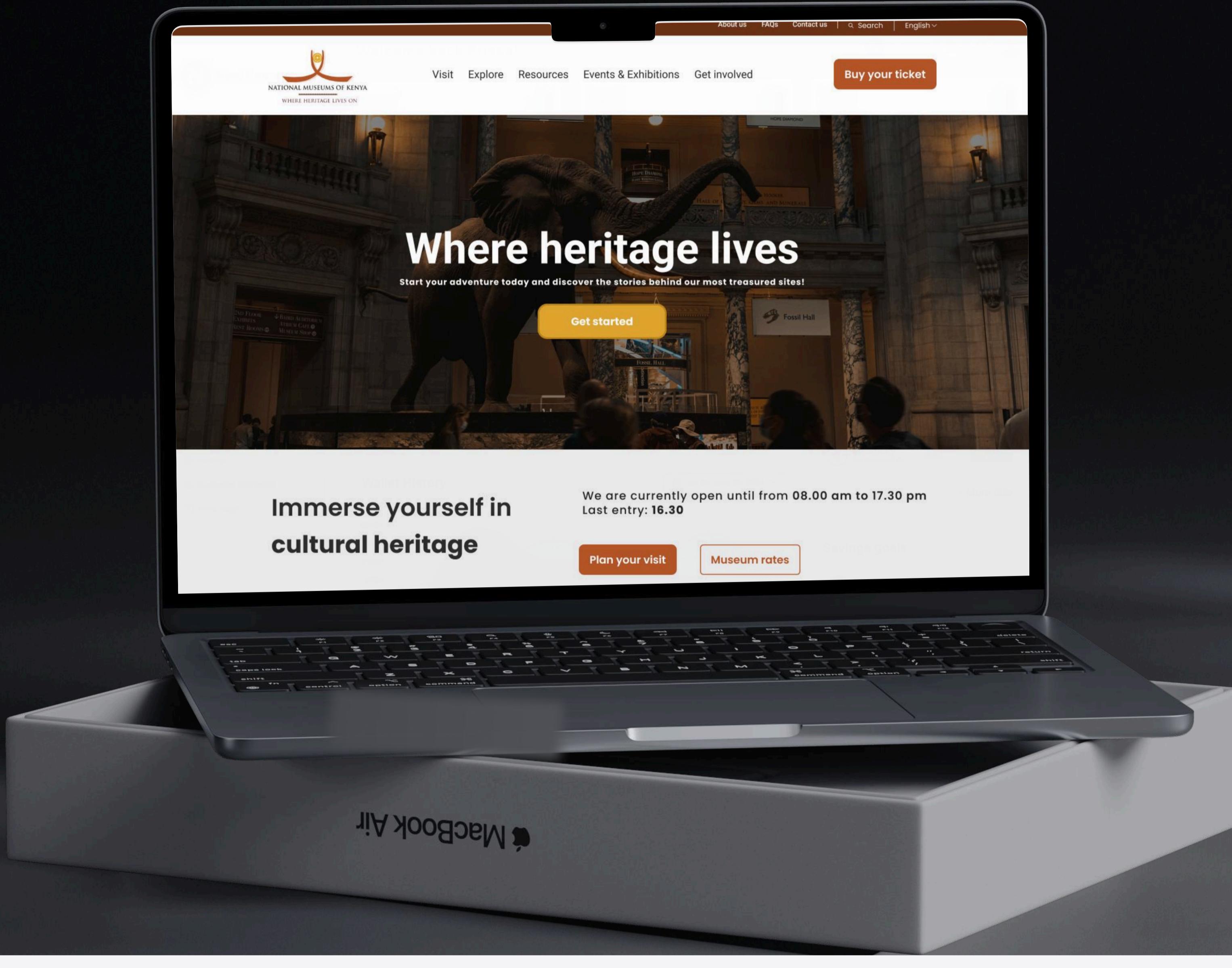
- Organized information into **manageable sections**: account balances, recent transactions, wallet history, frequent payments, and upcoming bills.
- Emphasized **visual hierarchy** and clear typography to guide users to essential data points.
- Integrated **graphical elements**, such as wallet history charts, to provide an intuitive summary of financial trends over time.
- Resulted in a **streamlined experience** that makes financial management simple, encourages engagement, and gives users a stronger sense of control over their budgets.

Portfolio Project: National Museums of Kenya

Project Overview:

Redesigned the landing page for the National Museums of Kenya to enhance user engagement and create an immersive cultural experience.

The goal was to make it easy for users to explore museum offerings, plan visits, purchase tickets, and discover upcoming events.



Users Pain Points

- Online payments were limited to local visitors, with no clear call-to-action for ticketing.
- Visitors found the museum entrance process not user-friendly for both residents and non-residents.
- Cash payments were handled outside the museum at a souvenir shop, requiring screenshots as proof of payment.
- Museum rates lacked a detailed breakdown of pricing tiers, causing uncertainty for visitors.

The screenshot shows the 'Buy your ticket' section of the website. It includes fields for 'Email address*' and 'Password*', a 'Forgot password?' link, and a 'Login' button. To the right, there's a section for new users with 'Don't have an account yet?' and 'Create your account' buttons. A 'Sign up' button is also present. Below these are links for 'Continue as guest' and 'Click here'.

Solutions

- Introduced options for international credit cards, mobile wallets, and PayPal to include all visitors.
- Streamlined the ticket-buying process so users can select tickets, pay, and receive them digitally in one seamless flow.
- Provided a detailed breakdown of all ticket types, including adults, kids, and tourists, so visitors know exactly what they will pay.
- Added visible call-to-action buttons throughout the site for purchasing tickets, planning visits, and understanding rates, ensuring visitors can quickly navigate to key actions without confusion.

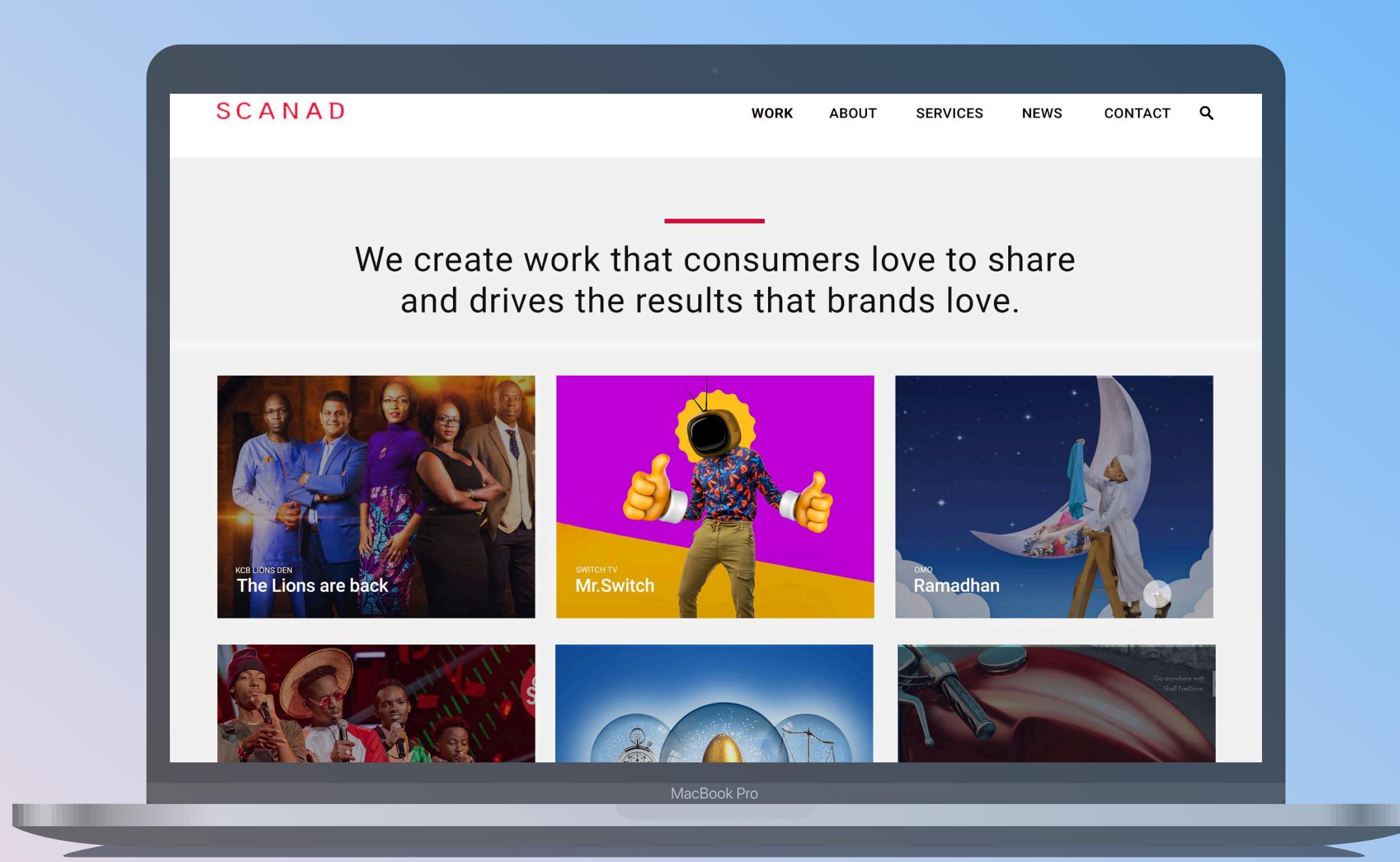
Impact

- Created a user-friendly and intuitive landing page that reduces friction for visitors.
- Encouraged greater engagement with museum offerings and improved overall user satisfaction.
- Set the foundation for future digital enhancements like international ticketing and seamless online payments.

Scanad – Website Redesign

Project Overview:

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



The challenge

- Creating a visually engaging design that highlights Scanad's diverse projects while maintaining a cohesive brand identity.
- Ensuring clear navigation so visitors can easily explore the agency's portfolio and campaigns.

Solutions

- Designed a clean interface that prioritizes usability and allows users to focus on the portfolio.
- Arranged projects in a clear, scannable grid to let users quickly browse and identify key campaigns.
- Implemented easy-to-use buttons and labels guiding visitors to more detailed project content, ensuring effortless exploration.

Impact

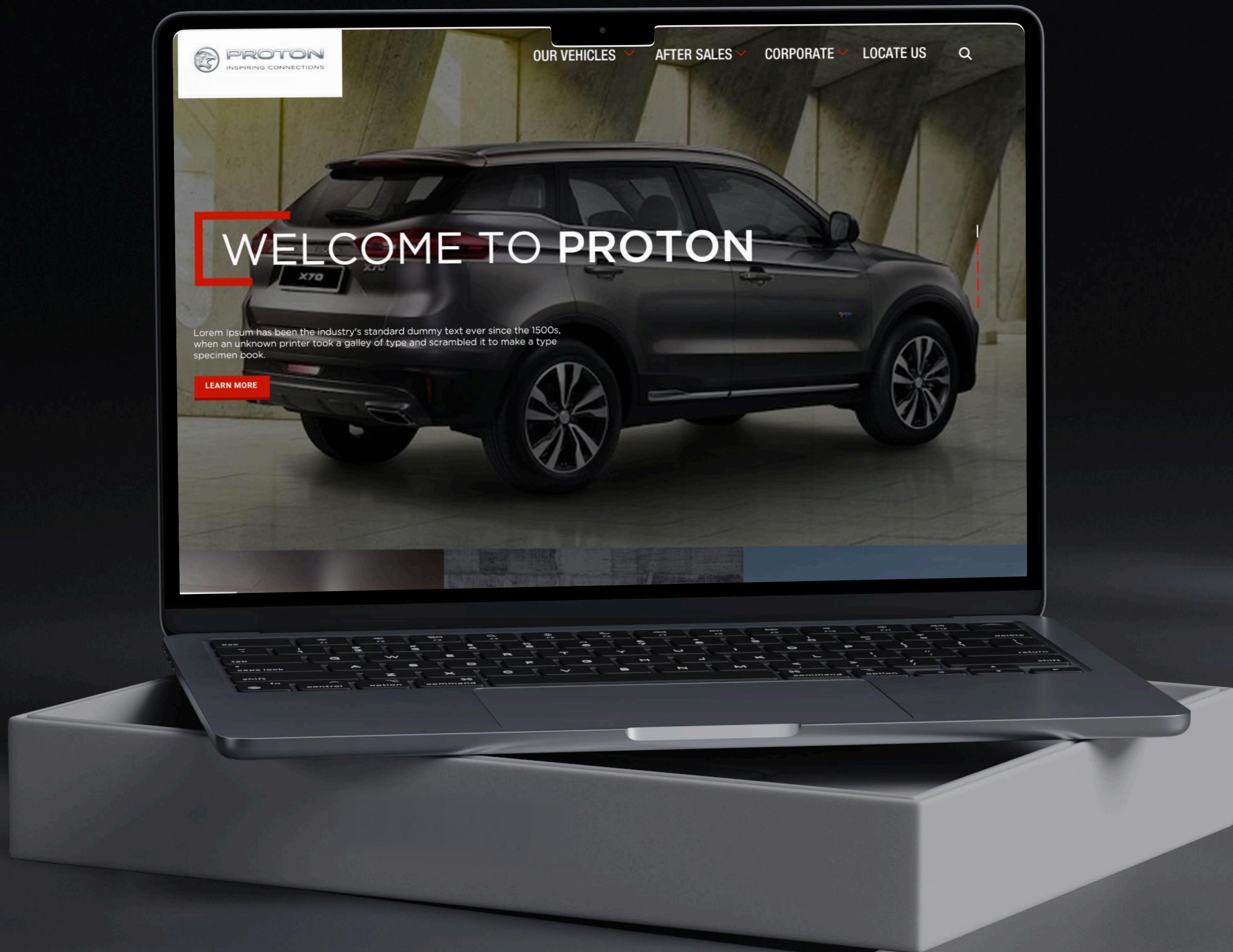
- Delivered a user-friendly and visually appealing landing page that highlights Scanad's creative work.
- Enhanced portfolio discoverability, making it easier for potential clients to understand Scanad's expertise and approach.
- Strengthened the agency's brand identity online while providing an engaging user experience.

Proton Kenya – Website & Loan Calculator

Project Overview:

Designed the Proton Kenya website to create a seamless user experience for exploring Proton vehicles. The platform enables users to learn about car models, calculate loan payments, and book test drives online.

[View live website](#)



The challenge

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

Solutions

- Designed a simple, user-friendly layout with a clear navigation system.
- Positioned the "Loan Repayment Calculator" and "Explore Vehicle" options prominently to guide users toward key actions.
- Integrated a dynamic map plugin to help users locate service centers easily, creating an engaging and informative experience.

Impact

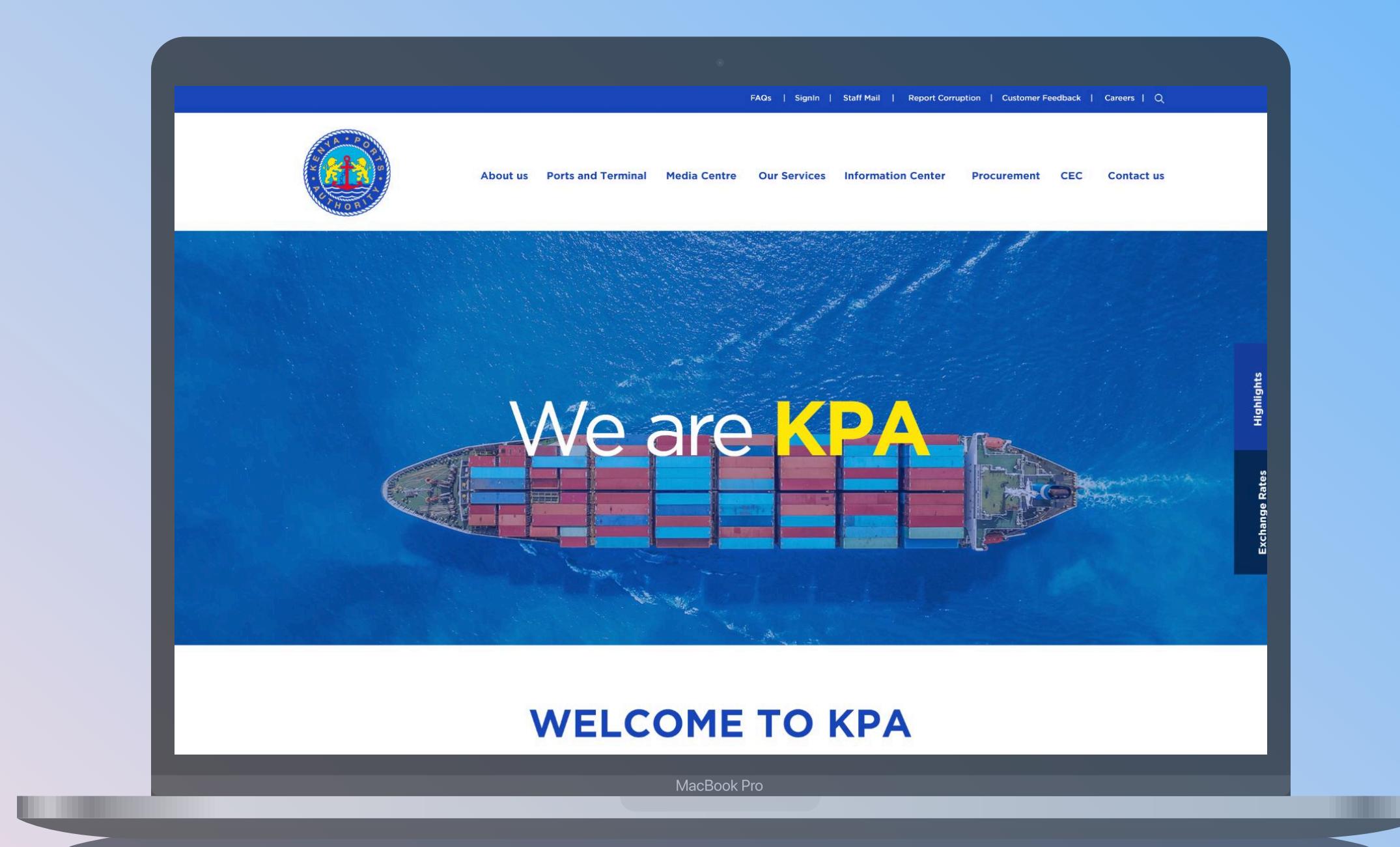
- Created a user-centric website that simplifies exploration of Proton vehicles.
- Enhanced user engagement with features that support decision-making and vehicle planning.
- Streamlined the loan calculation and test drive booking process, improving overall accessibility and satisfaction for all users.

Kenya Ports Authority – Website Redesign

Project Overview:

Redesigned the Kenya Ports Authority website to create a user-centered experience that simplifies access to critical services such as navigation schedules, tariff guides, and port news. The goal was to provide importers, exporters, and logistics professionals with a streamlined and intuitive digital space for accessing information.

[View live website](#)



The challenge

- Making complex information like tariffs and schedules easy to find.
- Organizing heavy content to avoid overwhelming users.
- Maintaining user engagement with updates and events without cluttering the interface.

Solutions

- Organized content into clear categories with prominent icons for key services, making essential information easy to locate.
- Designed a clean interface that reduces cognitive load and improves usability.
- Ensured that updates, events, and critical information are presented clearly, supporting efficient decision-making for professional users.

Impact

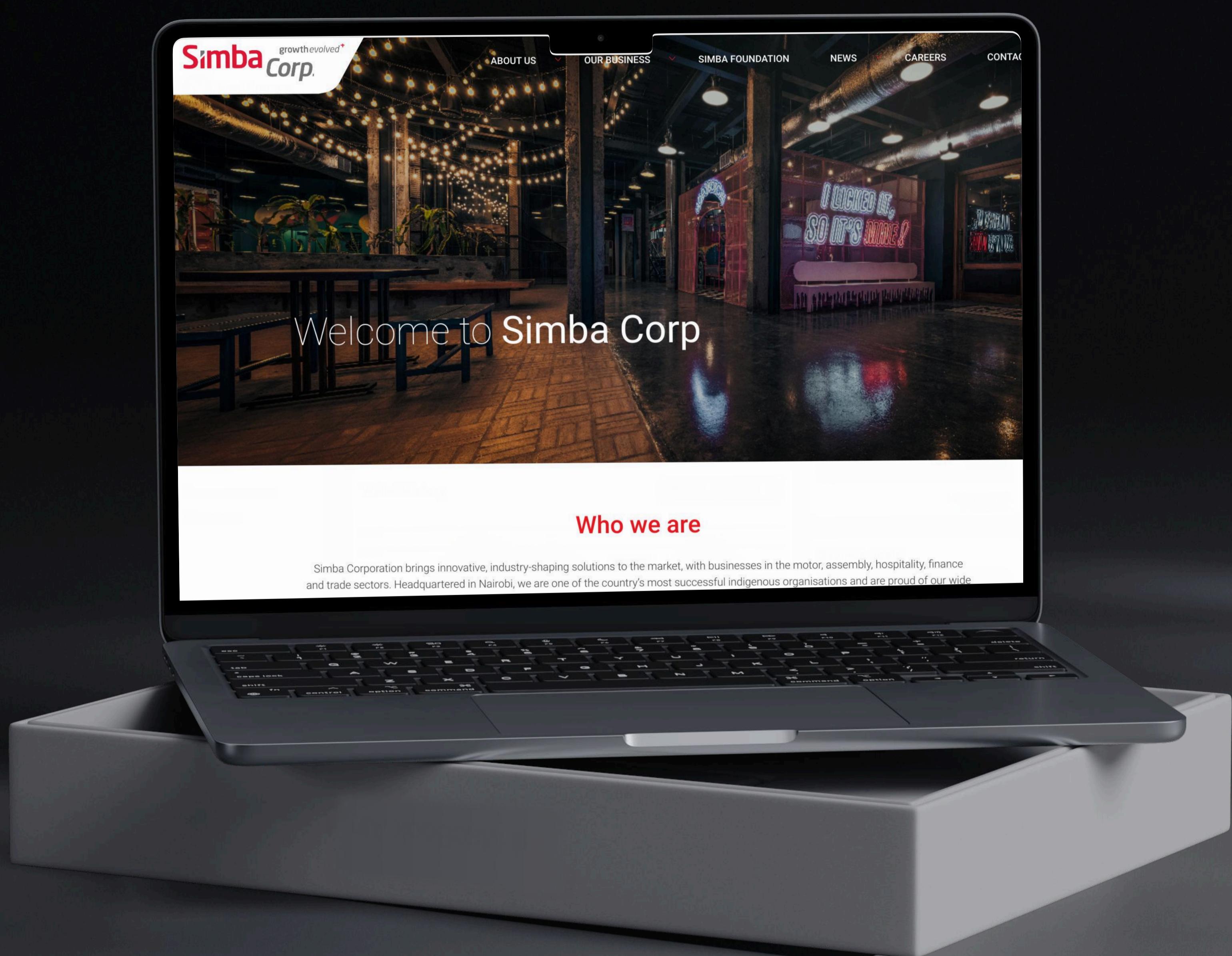
- Delivered a streamlined, intuitive website that improves information discovery and user satisfaction.
- Enhanced access to critical port services, enabling professionals to quickly access schedules, tariffs, and news.
- Set a foundation for ongoing digital improvements to support Kenya Ports Authority's user base effectively.

Simba Corp – Website Redesign

Project Overview:

Redesigned the Simba Corp website to provide a clean, informative, and engaging interface. The goal was to help users easily navigate services, stay updated on company news, and understand the company's values in a seamless and enjoyable experience.

[View live website](#)



The challenge

- Presenting Simba Corp's wide range of services clearly.
- Maintaining a clean information hierarchy while keeping users engaged with news updates.
- Showcasing the company's values in a concise, meaningful way while maintaining a clean interface.

Solutions

- Designed a clean, user-focused layout with clear icons and categorized sections for quick comprehension of services.
- Strong, visible call-to-action buttons guide users to detailed information effortlessly.
- Created an engaging news section that keeps users informed without overwhelming them and a dedicated "Our Values" area that communicates the company's principles.
- Organized content to ensure users can quickly find relevant information, creating a seamless and enjoyable experience.

Impact

- Delivered a user-friendly and professional website that simplifies service exploration.
- Enhanced user engagement with company news and increased understanding of corporate values.
- Built a foundation for ongoing digital improvements that improve accessibility and trust for users.

Thank you for your time

Feel free to contact me at:

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