

Michael Kunyiha Njogu

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PROFILE

Strategic Product Designer who learned by doing, not by degree. Over 8+ years, I've built a practice that bridges design, dev, and ops, shifting between strategy and implementation depending on what the problem needs. I thrive in collaborative, cross-functional environments and believe the best solutions come from experimenting beyond traditional design boundaries.

KEY SKILLS

- Visual Design & Prototyping (Figma)
- Cross-Functional Collaboration
- Stakeholder Management
- User Research
- Systems Thinking
- Accessibility & Inclusion (CPACC in progress)
- Workshop Facilitation
- Mentorship & Knowledge Sharing
- Frontend Development (React.js)

WORK EXPERIENCE

Nov 2022 – present: Senior UX/UI Designer

International Committee of the Red Cross (ICRC) – Nairobi, Kenya

- Led the design of an institutional AI chatbot and expanded ICRC's design system with new reusable components to improve product consistency and speed of delivery.
- Worked with developers in Storybook to create, document, and standardize components for the ICRC design system.
- Led the design and implementation of a persona library platform in Power BI, improving the discoverability and reuse of user research across multiple product teams.
- Co-led a service design initiative to streamline global accounting processes, using journey mapping to uncover friction points and design improvements that enhanced workflow efficiency and stakeholder alignment.
- Advocated for UX excellence and accessibility, driving adoption of inclusive design standards across teams and product lines.

June 2021 – Nov 2022: UX/UI Developer

Open Institute – Nairobi, Kenya

- Built and scaled the organization's first UX/UI practice, establishing component standards, design tooling, and implementation workflows.
- Improved performance and maintainability of Vue.js and React applications by optimizing CSS architecture and refactoring shared components in collaboration with frontend engineers.
- Formalized user research processes and translated insights into actionable UI patterns, grooming requirements and informing component design and development.
- Championed design quality across the tech team, driving adoption of consistent patterns and increasing UX maturity through documentation, design system alignment, and technical collaboration.

Apr 2016 – Jun 2021: UX/UI Designer + Frontend Designer

Brainwave Communications Limited – Nairobi, Kenya

- Pioneered the agency's first UX/UI design practice, introducing user-centric design methods and streamlined delivery workflows that improved client outcomes.
- Led UX/UI strategy and design execution for corporate web platforms, collaborating with stakeholders such as Family Bank Kenya and Kenya Association of Manufacturers (KAM) to improve information architecture and usability.
- Led the end-to-end implementation of Google Workspace to enhance collaboration, boost productivity, and streamline digital operations across the agency.
- Bridged design and development teams by translating designs into production-ready front-end code (HTML, CSS & JavaScript), reducing handoff friction and improving time-to-launch.

Aug 2015 – Aug 2016: Frontend Web Developer (Consultant)

Master Brands Limited – Nairobi, Kenya

Jan 2015 – Jul 2015: Web Design Assistant + Graphic Designer

Harler Technologies – Nairobi, Kenya

EDUCATION

BSc. Ecotourism & Hospitality Management, Egerton University – Njoro, Kenya (2009 – 2013)

CERTIFICATIONS & COURSES

- Agile Project Management Professional Certificate – Atlassian (2025)
Agile project management using Jira to improve team efficiency and delivery effectiveness.
- Negotiation Professional Certificate – American Negotiation Institute (2025)
Collaborative problem-solving skills and development of strategies for success
- Certified SAFe® 6 Agilist – Scaled Agile Inc. (2024)
Agile transformation, scaling frameworks and cross-functional collaboration
- Accessibility: How to Design for All – Interaction Design Foundation (2023)
Governance, inclusive processes and global standards
- Data-Driven Design: Quantitative Research for UX – Interaction Design Foundation (2022)
Quantitative research methods and analysis for process optimization
- DevOps Professional Certificate - PagerDuty (Ongoing)
- Certified Professional in Accessibility Core Competencies – IAAP (Ongoing)

LANGUAGES

- English & Swahili – Native; spoken & written fluency
- French – Limited working proficiency (A2 – CEFR)