

# Michael Kunyeha Njogu

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## PROFILE

Strategic product designer with 9+ years of experience driving user growth, onboarding and adoption for complex digital platforms. I combine research-led design with cross-functional collaboration to create user-centric experiences and favourable business outcomes. Passionate about building scalable systems and leveraging AI to accelerate design workflows.

## KEY SKILLS

- Cross-Functional Collaboration
- Research & Discovery
- Workshop Facilitation
- Visual Design & Prototyping (Figma)
- Systems Thinking
- Accessibility & Inclusion
- Training, Mentorship & Knowledge Sharing

## WORK EXPERIENCE

### Nov 2022 – present: Senior UX/UI Designer

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

- Facilitated a global ServiceNow workshop in Geneva to clarify cross-functional roles and governance, enabling more efficient collaboration across UX, business analysis and dev teams for enterprise workflows.
- 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.
- Conducted field research in Kakuma Refugee Camp (Northern Kenya) to identify beneficiary needs and evaluate cost-effective solutions for providing Internet connectivity, informing product strategy for solutions such as Starlink
- Led the design and rollout of a persona library platform, improving the discoverability and reuse of user research across multiple product teams.
- Advocated for UX excellence and accessibility, driving adoption of inclusive design standards across teams and product lines.

### June 2021 – Nov 2022: Lead UX/UI Designer

Open Institute – Nairobi, Kenya

- Established and scaled the organization's first UX practice, defining design strategy, workflows and cross-team collaboration models.
- Led strategic UX initiatives for civic tech platforms used for citizen engagement and government transparency, shaping product vision from discovery to delivery.
- Introduced structured user research processes, improving decision-making and stakeholder alignment.
- Advocated for design excellence, elevating UX maturity in the organization.

**Apr 2016 – Jun 2021: Lead UX/UI Designer + Frontend Designer**  
**Brainwave Communications Limited – Nairobi, Kenya**

- Pioneered the agency's first UX design practice, introducing user-centric design methods and streamlined delivery workflows that improved client outcomes.
- Led UX 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.
- 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**

- Certified SAFe® 6 Agilist, Scaled Agile, Inc. (2024)  
*Agile transformation, scaling frameworks and cross-functional collaboration*
- Professional Member, International Association of Accessibility Practitioners (IAAP) (2025)
- Accessibility: How to Design for All, IxDF (2023)  
*Governance, inclusive processes and global standards*
- Data-Driven Design: Quantitative Research for UX, IxDF (2022)  
*Quantitative research methods and analysis for process optimization*
- Journey Mapping, IxDF (2022)  
*Mapping workflows and user journeys to identify inefficiencies and improve systems*

## **LANGUAGES**

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