

MARCY MUMO

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EDUCATION

Jomo Kenyatta University

Bachelor of Science in Landscape Design and Architecture

Nairobi, Kenya

Graduation Date: Jun 2023

Coursera

Professional certificate in Google UX Design

Carlifonia ,United States

Graduation Date: May 2023

WORK EXPERIENCE

Individual Clients and Startups

Remote, Worldwide

Freelance UI & UX Designer

Feb 2023 - Present

- Identified & resolved usability flaws on two websites, boosting efficiency and enhancing user experience by 17%.
- Developed four customized landing pages, generating over 10,000 page views and increasing unique monthly visitors by 10%.
- Designed effective navigation structures for two websites, reducing bounce rate by 16% and yielding 8K sign ups.

Lexicon plus Ion Limited

Nairobi, Kenya

Landscape Architect Intern

Feb 2021 - Apr 2021

- Collaborated on design projects to create aesthetically pleasing & sustainable 3D raised-bed gardens, increasing customer satisfaction by 75%.
- Rendered sophisticated landscape proposals via AutoCAD & Adobe Suite for residential & commercial projects totaling \$3.5M in upsells and upgrades.
- Advised clientele on landscaping practices and material selection which achieved a 40% reduction in maintenance for green space areas.

Mysticah Designs and Associates

Nairobi, Kenya

Landscape Designer Intern

Oct 2020 - Dec 2020

- Guided customers in selecting over 50 plants, potting soils to design container gardens, achieving a 20% increase in customer satisfaction ratings.
- Initiated revamping of displays for the stores' three greenhouses, reducing product return rates by 15%.
- Facilitated upkeep of various plant species by watering, inspecting and pruning over 200 landscaping planters to maintain plant health and aesthetic appearance.

PROJECT EXPERIENCE

County Government of Nairobi

Nairobi, Kenya

Ukudla Food app

Sep 2022 - Dec 2022

- Developed UI for donating app, which powered a 20% increase in usage & interactions by 20K users.
- Conceived high-fidelity prototypes to facilitate smoother customer experience while donating food, amplifying user engagement by 40%.
- Built interactions and micro animations to augment user navigation through the platform resulting in a 3% conversion rate improvement.

LEADERSHIP EXPERIENCE

Individual Clients & Startups

Nairobi, Kenya

Freelance User Experience Designer

Feb 2023 - Present

- Championed a culture of continuous improvement by facilitating iterative testing and incorporating user feedback to improve the overall user experience, resulting in a 40% improvement in conversion rates.
- Communicated design decisions and rationale to stakeholders and clients through presentations and documentation, demonstrating strong leadership skills in facilitating the project's success.

SKILLS

Soft: Excellent written and verbal communication skills, Passionate about user centered design, Strong Empathy, Inquisitive, Time Management, consistent, Cross-functional team collaboration, work well in team settings.

Product design, Prototyping and Visualization, User Experience(UX) & User Interface(UI) Design, UX research and

Hard: methodologies, Figma, Sketch Up, Adobe Creative Suite, Framer, Interaction/Information Architecture, User research and usability testing, wireframing, User centered design (UCD).

PORTFOLIO

<https://www.behance.net/marcymumo24>