



JAPHETH ODHIAMBO ORUKO

Product Design (UI/UX) Product Manager Frontend Developer

Male 35 Years japhethoruko@gmail.com +254 739 134882 Nairobi, Kenya

An experienced UI/UX Designer, Product Owner, and Frontend Developer from Nairobi, Kenya. I have over 8 years of experience creating thoughtful digital experiences that balance design and functionality. I enjoy working across the product lifecycle, from concept and design to implementation, and I'm always happy to connect and collaborate. AI may inspire or even write code, but if you need the intuition of a creative, user-centric designer and front-end developer, I'm your guy.

Where AI Stops, Intuition & Customization Begins.

Portfolio: <https://japheth-oruko-portfolio.vercel.app/>

Core Competencies

- User Research, Usability Testing, and Insight Synthesis
- UI/UX Design, Interaction Design, and Design Systems
- Frontend Development with React and Next.js
- Component-based Architecture and Design-to-Code Translation
- Product Strategy, Roadmapping, and User Story Writing
- Agile and Scrum Collaboration
- Market Research and Competitive Analysis
- Cross-functional Collaboration and Stakeholder Management
- Communication, Presentation, and Design Documentation
- Data-driven Decision Making and Continuous Improvement

Technical Skills

Figma, Adobe XD, Zipline, React.js, Next.js, TypeScript, Tailwind CSS, Material UI, Redux Toolkit, HTML5, CSS3, Git, GitHub, Rest APIs, and Atlassian (Jira, Confluence, & Bitbucket).

Education

Moringa School, Kenya

- Product Design (UI/UX)
- Full Stack Software Engineering

Maseno University, Kenya

Bachelor of Business Administration
Finance Major

Ticet EDU Limited, Nairobi KE • EdTech Start-Up

Lead Product Designer (UI/UX) | Remote
September 2021 - Present

Lead Product Designer for a zero-to-one educational platform focused on personalized and social learning. Owned the end-to-end design of web and mobile experiences, from early product discovery and UX strategy to high-fidelity UI, design systems, and developer handoff, while aligning user needs with business and technical constraints ahead of launch.

Key Responsibilities:

- Conducted user research, competitor analysis, and usability testing to inform design decisions and validate product concepts before development.
- Built and maintained the scalable, component-based Ticet EDU Design System/Kit to ensure visual consistency and faster feature delivery across web and mobile.
- Designed the complete user experience for core platform flows including onboarding and registration, learner dashboards, content discovery, creator tools, and rewards systems using Figma.
- Led product design from concept to MVP by defining information architecture, interaction patterns, and visual language prior to engineering implementation.
- Conducted usability testing with internal teams and early test users, synthesized feedback, and iterated designs to remove friction and improve task completion.
- Designed mobile-first, responsive layouts with full dark and light theme support to improve accessibility and inclusivity.

- Created detailed user stories and comprehensive product documentation to accompany designs, ensuring smooth handoff and alignment between design, product, and engineering teams.
- Prepared structured design handoff packages including wireframes, prototypes, interaction specifications, and component documentation using Zipline to support efficient engineering implementation.
- Collaborated closely with product and engineering teams to validate feasibility, manage constraints, and refine scope during MVP delivery.
- Leveraged AI-powered design tools to accelerate processes and enhance efficiency.

Key Achievements:

- Reduced design-to-development handoff time by 40% by introducing a shared component library and structured, version-controlled design documentation.
- Improved task flow efficiency by 25% after identifying usability friction points and redesigning critical user journeys.
- Delivered over 400 high-fidelity screens with interactive prototypes across desktop, tablet, and mobile platforms.
- Established foundational UX standards and design systems that aligned product experience with long-term business goals.

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Product Manager | Remote

June 2023 - Present

Product Manager leading the end-to-end product lifecycle of a zero-to-one digital learning platform serving learners, educators, and content creators. Owned roadmap strategy, backlog prioritization, and MVP delivery while balancing business objectives, user needs, and engineering capacity in a fast-moving startup environment.

Key Responsibilities:

- Owned and prioritized the product roadmap, epics, and feature backlog to support MVP delivery and long-term platform scalability.
- Translated business requirements and user research into clear user stories, workflows, and acceptance criteria using Jira and Confluence.
- Prioritized backlog items using structured frameworks such as MoSCoW and impact-effort analysis to maximize value delivery under constrained resources.
- Facilitated Agile ceremonies including sprint planning, standups, sprint reviews, and retrospectives to maintain delivery cadence.
- Conducted requirements-gathering sessions and collaborated with designers to map end-to-end user journeys.
- Acted as the primary bridge between engineering, design, and business stakeholders to ensure shared understanding and execution alignment.
- Defined onboarding flows, go-to-market considerations, and success metrics to evaluate feature performance post-release.
- Made trade-off decisions on scope, timelines, and priorities to protect delivery velocity during MVP development.

Key Achievements:

- Authored over 400 detailed user stories with clear acceptance criteria, enabling predictable and efficient development.
- Delivered more than 120 MVP features across web and mobile platforms, including dashboards, onboarding experiences, creator tools, and gamified learning paths.
- Reduced delivery cycle time by 30% through disciplined backlog grooming, sprint planning, and prioritization practices.
- Increased early-stage tester satisfaction by 40% by incorporating continuous user feedback into product and UX improvements.

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Frontend Developer | Remote

January 2025 - Present

Frontend Developer building a zero-to-one EdTech web platform using Next.js, Tailwind CSS, Material UI and Redux Toolkit. Specialized in translating complex UX designs into scalable, accessible, and performant frontend features, while collaborating closely with product and design teams to deliver a high-quality MVP.

Key Responsibilities:

- Developed and maintained core frontend features using Next.js, TypeScript, and, Tailwind CSS, Material UI for a production-ready web application.
- Implemented global state management using Redux Toolkit to handle authentication state, user data, and feature-level application logic.
- Translated high-fidelity Figma designs into responsive, pixel-accurate UI components using Material UI theming and custom component overrides.
- Built reusable, component-driven UI architecture aligned with both the design system and Material UI best practices.
- Integrated frontend components with backend APIs, managing async data fetching, loading states, and error handling through Redux Toolkit thunks.
- Collaborated with product managers and designers to clarify requirements, validate feasibility, and iterate quickly during feature development.
- Implemented responsive layouts and accessibility improvements using Material UI's design system and accessibility standards.
- Participated in code reviews and incremental refactoring to improve frontend performance, maintainability, and consistency.

Key Achievements:

- Transitioned the frontend codebase from React.js to Next.js, laying the foundation for better performance and future scalability.
- Delivered multiple core frontend features supporting the MVP launch, including dashboards, onboarding flows, and content-driven interfaces.
- Improved state predictability and reduced UI bugs by centralizing application logic using Redux Toolkit slices.
- Increased development efficiency by aligning Material UI components with the existing design system and shared UI patterns.
- Strengthened the design-to-code workflow by closely collaborating with designers during handoff and implementation.

Referees

Available upon request

Design Philosophy

My design philosophy centers on creating digital experiences that are both beautiful and functional. I focus on clarity, accessibility, and intuitive interactions, ensuring that every element serves a purpose and enhances usability. By understanding user needs and business goals, I craft interfaces that are visually appealing, consistent, and easy to navigate, while maintaining flexibility for future growth and innovation. Collaboration, iteration, and empathy guide my process, allowing me to deliver designs that are engaging, meaningful, and aligned with the overall product vision.

Link to My Portfolio: <https://japheth-oruko-portfolio.vercel.app/>