



JAPHETH ODHIAMBO ORUKO

Business Development, Product Owner, & UI/UX Designer

Male – 35 Yrs japhethoruko@gmail.com +254 758 750674 Nairobi, Kenya

Dynamic Business Development Professional with strong experience in product strategy, UI/UX leadership, stakeholder engagement, and digital innovation. Skilled in driving business growth through market research, relationship building, proposal development, and data-driven decision-making. Demonstrated success in growing early-stage products, managing cross-functional teams, and delivering impactful digital solutions that support organizational goals. Adept at identifying opportunities, improving processes, and turning business needs into actionable strategies.

Languages

- English – Bilingual/Fluent
- Swahili – Native

Competencies

- UI/UX Research & Design Support
- Communication & Presentation Market Research & Competitive Analysis
- Agile & Scrum Collaboration
- Business Development & Growth Strategy
- Client Relationship Management
- Collaboration & Project Management
- Proposal Writing & Pitch Decks
- Product Strategy & Roadmapping
- Project & Stakeholder Management
- Data-driven Decision Making

Education

- Moringa School, Kenya
UX/UI Design & Software Engineering
- Maseno University, Kenya
Bachelor of Business Administration
Finance Major

LinkedIn Profile

- <https://www.linkedin.com/in/japheth-oruko-b5b9a4301>

Behance Portfolio

- <https://www.behance.net/japhethoruko>

Ticet EDU Limited [EdTech Start-Up] - Kenya

Lead UI/UX Designer

February 2018 – Present [Remote Part-Time]

As the lead UI/UX Designer for a soon-to-launch educational platform focused on personalized learning. Led all aspects of user experience and interface design for web and mobile, contributing to early product strategy, branding, and user testing.

App: <https://ticetedu.com>

Website: <https://about.ticetedu.com/>

Key Responsibilities:

- Designed all core pages and user flows (registration, dashboards, learning content, rewards) using Figma.
- Built a scalable, reusable component-based design system to streamline development and maintain UI consistency.
- Conducted internal usability testing, gathered feedback from test users, and iterated based on informed insights.
- Created dark/light theme support and mobile-first responsive layouts to ensure inclusive access

- Facilitated handover to engineering and operations teams using Zipline by packaging UI deliverables—wireframes, prototypes, and interaction specs—into structured, version-controlled bundles for seamless implementation.

Key Achievements:

- Reduced design-dev handoff time by 40% through detailed specs and a shared component library.
- Improved task flow efficiency by 25% after usability testing revealed key friction points.
- Delivered 400+ screens with full prototyping for desktop, tablet, and mobile platforms.
- Played a central role in aligning user experience with business goals during product planning.

Ticet EDU Limited [EdTech Start-Up] - Kenya

Product Owner & Business Analyst [Remote Part-Time]

February 2019 – Present

Led the end-to-end product lifecycle for a digital learning platform serving learners, educators, and content creators. Worked closely with design and engineering to deliver a scalable MVP, while aligning with market trends, business objectives, and user feedback.

App: <https://ticetedu.com>

Website: <https://about.ticetedu.com/>

Key Responsibilities:

- Owned and prioritized product roadmap, epics, and feature backlog based on business strategy and user research.
- Created detailed user stories, acceptance criteria, and workflows in Jira and Confluence.
- Prioritized issues on the Jira Backlog using structured prioritization frameworks such as MoSCoW and impact-effort matrices to ensure alignment with business goals and development capacity.
- Facilitated Agile ceremonies including sprint planning, reviews, standups, and retrospectives.
- Conducted requirements gathering sessions and mapped user journeys with designers.
- Acted as bridge between technical teams and business stakeholders, ensuring alignment.
- Developed go-to-market plans, onboarding flows, and performance metrics for feature success.

Key Achievements:

- Drafted 200+ comprehensive user stories
- Delivered over 120 MVP features across web and mobile platforms, including dashboards, onboarding, creator tools, and gamified learning paths.
- Reduced delivery cycle time by 30% through structured backlog grooming and sprint planning.
- Increased early-stage tester satisfaction by 40%, based on feedback-driven UI/UX enhancements.

Referees

Gordon Ochieng

Ticet EDU

Chief Technology Officer

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Email: gordonpassy@gmail.com

James Dindi

Ticet EDU

Lead Front-End Developer

Tel: +254 704 182018

Email: dindijames@gmail.com

Wilson Wahome

GW Rifa Consulting Limited

Founder & CEO

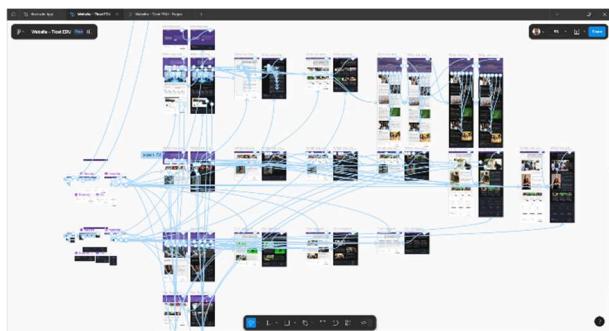
Tel: +254 724 464810

Email: wahome@gwrifa.com

Sample Projects:

Ticet EDU Website - Figma Design

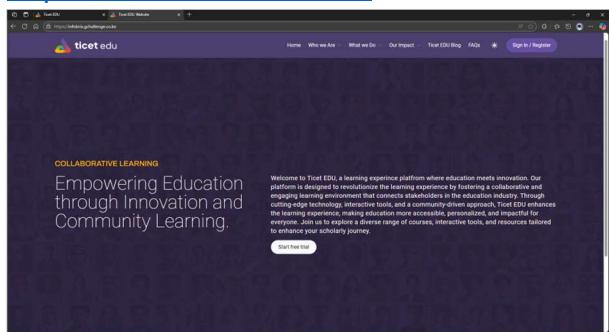
LINK: <https://www.figma.com/proto/zNo81ytxKUm6UQ51fXWe5f/Website--Ticet-EDU?node-id=6210-36526&t=eUOlrBP3TDvGNuzx-1>



I designed the entire Ticet EDU website in Figma, incorporating components, variables, wireframes, and responsive layouts for desktop, tablet, and mobile. I ensured a visually appealing and intuitive user experience by following modern UI/UX principles, emphasizing accessibility, consistency, and user engagement. Additionally, I created interactive prototypes for usability testing and refined the design based on feedback to enhance the platform's user experience.

Ticet EDU Website

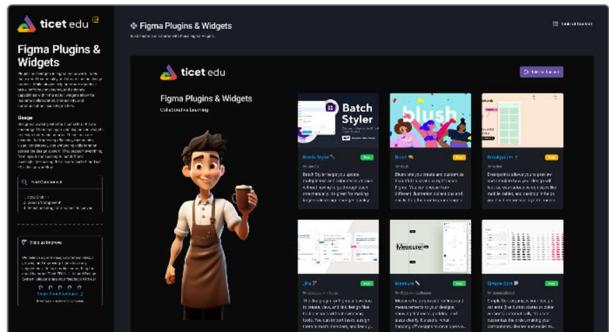
<https://about.ticetedu.com/>



I translated the Figma design into a fully functional website using HTML, Tailwind CSS, ReactJS, & ExpressJS. I ensured that every element adhered to the design specifications, focusing on responsiveness, aesthetics, and performance.

Ticet EDU App - Figma Design [Access to Figma can be shared upon request]

LINK: <https://drive.google.com/drive/folders/1kzMeN-rMy-Vpn58vkhtbgNNDGjXtvfNb?usp=sharing>



I developed the Figma design for the Ticet EDU App, including components, variables, wireframes, and responsive layouts for large screens, tablets, and mobile devices. My focus was on ensuring a smooth and intuitive user experience across different devices while maintaining consistency with the web app. I also worked on interactive prototypes to refine the navigation and user flow, enhancing

accessibility and engagement. Furthermore, I drafted user stories on Jira and product documentation on Confluence to accompany the designs.

Ticet EDU App

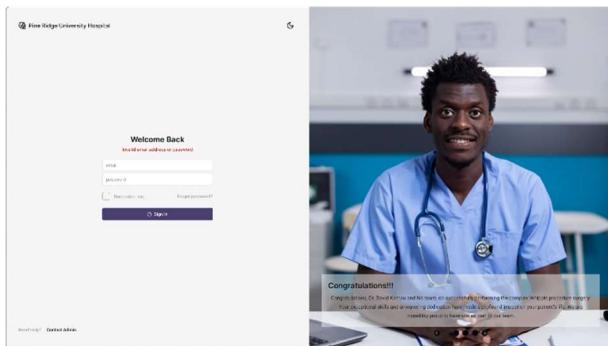
Link: <https://ticetedu.com>



I improved the UI of the Ticet EDU app to align with the Figma design, ensuring consistency in visual aesthetics, intuitiveness, and user experience. I implemented dark and light themes and optimized layouts for responsiveness and usability using Tailwind CSS, HTML, and ReactJS. While backend integration was handled by someone else, I focused on refining front-end components to meet modern UI/UX standards.

Hospital Management System - Figma Design

LINK: <https://www.figma.com/proto/4Nb2RlzPtQqqZMWKposjwk/Hospital-Management-System?node-id=8179-2458&t=rdHVUWFU8WeMDPcy-1>



This is a personal project I designed in Figma comprising of reusable components, variables, wireframes, and responsive layouts for large screens, tablets, and mobile devices. I prioritized usability, efficiency, and accessibility, ensuring that healthcare professionals can navigate the system effortlessly.