STEVE ODERA
Product Designer

Nairobi, Kenya | Email | Phone Number
LinkedIn | Portfolio

PRODUCT DESIGNER (UX/UI)

Human-centered designer focused on accessibility, intuitive interfaces, and solving real-world problems through research-driven solutions.

CORE EXPERTISE

- UX Research – User interviews, personas, usability testing, analytics
- UI/Visual Design – Wireframing (Figma, Adobe XD), design systems, micro-interactions
- Accessibility – WCAG compliance, contrast audits, inclusive design
- Collaboration – Agile workflows, stakeholder management, developer handoff

PROFESSIONAL EXPERIENCE

Freelance Product Designer   2023 – Present

- Uber Kenya App Redesign: Led UX research (15+ user interviews) and redesigned driver-passenger flows, improving task completion by 30%.
- Spotify Accessibility Audit: Identified 12+ WCAG gaps; proposed solutions adopted into 2024 roadmap.
- Dance Academy Landing Page: Boosted sign-ups by 25% through UI optimization.

EDUCATION

- Moringa School – Diploma in Product Design (UX/UI)
- Makhokho Boys High School

TECHNICAL SKILLS

- Design: Figma, Adobe XD, Photoshop
- Research: Maze, Hotjar, Google Analytics
- Other: Notion, Trello, HTML/CSS basics

LANGUAGES

English (Fluent) | Kiswahili (Fluent)