Ouma C Odhiambo

UX / UI Designer

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Experience

UX / UI Designer | Akvo Foundation

Sep, 2021 - Present / Remote

- **Rural and Urban Sanitation and Hygiene (RUSH) Real-Time Monitoring and Information System (RTMIS):** Led the design of the user experience of the web application as well as the mobile data collection application defining the key user roles as well as identifying key touch-points in their user journey that interventions could be made to facilitate a them efficiently getting to their goals.
- **Global Partnership on Marine Litter (GPML):** Developed the user personas, information architecture and wireframes for the online portal - The primary objective of the platform was to connect different types of resources both intra and inter national towards the development of national plastic strategies.
- **IDH / Living Income Calculator:** Conducted literature review and user interviews to define key user roles behaviours and objectives. I also developed the Information Architecture after some tree tests. I Finally developed the prototypes for the application's onboarding and sign up user journeys. The Living Income Calculator is a tool for IDH analysts to develop scenarios around changes in farmer inputs and their consequent impact on farmer incomes.

Design Consultant | Ogilvy Africa

March, 2021 - Sep, 2021 / Nairobi, Kenya

- **Kenya Airways Annual Report & Social Media :** I developed the social media collateral primarily the layout and design in collaboration with copy writers. Implemented the companies Brand Guidelines in the Annual Report 2021.
- **NCBA Social Media :** Responsible for the social media collateral primarily the layout and design adhering to the existing brand guidelines.

Design Consultant | CAFOD

June, 2019 - July, 2019 / Remote

- Developed the Layout and Design for the Country Sustainable Development Reports for Kenya, Liberia, Sierra Leone & Zambia.

Data Vis Designer | Code for Africa

September, 2018 - March, 2021 / Nairobi, Kenya

- **Wanadata :** Designed the Logo and Developed the visual style for the brand. I was also responsible for adopting the brand to the different emerging use cases and stakeholder feedback, which ultimately evolved into a brand manual.
- **Pesacheck :** Developed Infographics, Social Media Posters, Gifs and occasional video. My Primary task was to evolve the existing logo and visual style into a coherent bold and distinct identity across different contexts.

Design Consultant | UNFPA

Dec, 2023 - Feb, 2024 / Nairobi, Kenya

- **Adolescent Sexual and Reproductive Health Development Impact Bond (ASRH-DIB) Branding :** Crafted the Logo and the Visual Identity of the Bond through multiple stakeholder engagement sessions that entailed capturing stakeholder feedback and translating and integrating it into the brand.
- **Newsletter :** In collaboration with copy writers I developed the layout and design for UNFPA's sector newsletter.

Education

B Com - Management Information Systems | University of Nairobi

2012 / Nairobi, Kenya

- 2nd Class Upper

Data-Driven Design | Interaction Design Foundation

2024 / Online

- Quantitative Research for UX

Skills

Design

UX strategy,
User flows,
Concept sketches,
Experience mapping,
Wireframes,
Prototypes,
Mockups,
Motion design,
Design systems,
Branding

Research

User interviews,
Usability tests,
User Journeys,
Competitor analysis,
Tree testing

Tools

Design

Adobe CC, Figma, Procreate, Fusion 360

Research

Maze

Product / Project Managment

Asana, Trello, Slack