# **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