

TYRA HANS

Product designer with 5 years of experience in crafting user-centered products, through strategy, research, and interaction design.

[Linkedin](#) 

[Portfolio](#) 

tyraoyuhans@gmail.com

+254 705 834 383

WORK EXPERIENCE

Product designer — ServCraft

CONTRACT / JULY 2025

ServCraft is a digital job-management / field-service management software company with 5000+ users aimed especially at businesses in trades (installation, repair, maintenance etc).

- Evolved core product workflows across job cards, onboarding, and subscriptions, balancing user needs, business rules, and technical constraints.
- Drove Billing design and UX strategy, shaping user-facing logic around estimates, outstanding balances, VAT, pricing changes, and payment confirmation to reduce ambiguity and support trust at point of payment.
- Partnered closely with engineering and product to assess feasibility, complexity, and implementation trade-offs, ensuring designs were scalable and realistically deliverable.
- Strengthened the design system and brand foundations by building a design system, and documenting usage in the brand book.
- Contributed to a culture of design maturity, moving work from ad-hoc UI decisions toward considered, system-driven product design.

Product designer — Credify

PART TIME / APRIL 2025

Credify helps importers ship goods from China to Kampala, pay suppliers easily, and get loans tied to their shipments—all in one place.

- Spearheaded the design and implementation of in-app user flows and interactions, ensuring seamless navigation and efficient task completion or complex logistics and payment processes.
- Led the creation of comprehensive email templates and user notification strategies, enhancing communication with customers and increasing user engagement.

Design Lead — Onafriq

FULL TIME / FEB 2022 - MARCH 2025

Onafriq enables digital payment scalability across African markets through platform convergence and interoperability.

- Led the redesign of the bulk payments feature, increasing support capacity from 1,000 to 5,000 transactions per batch and significantly reducing processing time.
- Delivered key UX improvements to the customer portal, resulting in a reduction in support queries and an increase in repeat transactions.
- Reimagined the information architecture of the admin portal for a multi-currency card payment service, enabling faster transaction monitoring and more efficient issue resolution.
- Delivered high quality visual designs across multiple platforms and formats, from mobile and web UIs,Website design, Branding and Social media ads.
- Led a multi-skilled effort to implement a full mobile app rebrand from Beyonic to Onafriq.

EDUCATION

The University of Nairobi

JAN 2017

Bachelor or Arts
Political Science

Moringa School

AUG 2019

Certificate in Software
Engineering

Interaction Design Foundation IxDF

MAY 2020

Fundamentals of UX
design

Udemy

APR 2024

DESIGN RULES:
Principles + Practices
for Great UI Design

Udemy

JUN 2025

Web Accessibility
Training Course WCAG
2.1 & 2.2 Compliance

SKILLS

Interaction design
Mobile design
Website design
Design systems
Branding
Video editing

TOOLS

Figma
Adobe Creative Suite
Jira, Confluence
HTML, CSS
WordPress, Elementor