

TYRA HANS

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

[Linkedin](#) ↗

[Portfolio](#) ↗

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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 for 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 of 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