



Dedan Msafari

Product Leader | Mobile Engineer |

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[LinkedIn](#), [Github](#)

Place of birth

Nairobi,Kenya

Skills

Leadership and
Communication

Product Design &
Management

Quality Management

UI/UX Design

React Native & Expo

TypeScript

Firebase

Figma

Test-Driven Development
(TDD)

Languages

English

Swahili

Hobbies

Chess, Running, Public
Speaking.

Profile

I am the **Founder of SOKI**, a **B2C mobile app** and **B2B business app** revolutionizing business operations. With a strong background in **design and engineering**, I have successfully built and launched **two production-ready apps** in **fintech (YoguPay)** and **business solutions (SOKI)**. I am Passionate about **innovation and high-quality products**, I thrive in **growth-driven environments**, bridging the gap between **business strategy, user experience, and technology**.

Employment History

Founder, SOKI, Nairobi

July 2024 — Present

Accomplishment: Increased **growth rate** by **20% MoM** and **Increased downloads** by 100% to over **500 users** from launch date which lead to closing our first customer deal.

- I lead the **UI/UX design process**, conducting research, prototyping, and refining interfaces to ensure seamless usability. Every design decision is backed by data and user feedback, ensuring that SOKI remains both **aesthetic and functional**, meeting the needs of our growing customer base.
- On the **engineering side**, I oversee the **architecture, scalability, and technical execution** of our platform to ensure **high-performance, secure, and maintainable code**, bridging the gap between design and development. With experience in **building and launching scalable production apps**, I ensure SOKI is optimized for reliability and long-term growth.
- As a founder, I take on **leadership, management, and communication**, guiding the company’s vision while fostering a **collaborative, high-performing team**. I actively **recruit and onboard key hires**, ensuring alignment with our mission. Additionally, I engage in **pitching, sales, and strategic partnerships**, effectively communicating SOKI’s value to investors, stakeholders, and customers to drive adoption and business success.

Skills: Figma, Firebase, React Native, Expo, Product Design, Management, Presentation, Leadership, Sales, Marketing

Head of mobile development, YoguPay, Nairobi

February 2023 — May 2024

Accomplishment: Reduced bugs in the system by **up to 75%** while pioneering the Product road-map that lead to over **50%** user growth to **5000 users** Across Africa.

- Converted their web based fin-tech solutions to mobile applications using react-native. This involved integrating their API'S and hooking them up to end user mobile solutions.
- Designing sleek and beautiful user-interfaces for their mobile solution. I was able to design a new mobile app on Figma and once approved i moved to developing the mobile app based on the design.
- I have been involved in high level meetings with company management to decide on development strategy and implementation. This included user experience decisions and development trade-offs and speed.
- My role also involved working with the lead designer to come up with designs that follow the basic design principles in order to achieve visually appealing end products.
- Conducted Interviews and vetted new employees for engineering roles within the organization.

Skills: React Native, TypeScript, Expo, Bitbucket, PHP (Yii Framework), Management, Leadership, Communication, UI Design

UI/UX Designer, TouchInspiration, Nairobi

September 2021 — June 2022

Accomplishment: Increased Client Satisfaction by **75%** with a perfect **100 score** record of deliverables which lead to more customers and Increased revenue.

I Designed based on client requirements, simple and intuitive user interfaces that enable users to achieve their desired goals. I was especially fond of seamless mobile designs.

Among my most memorable moments were where:-

- I Settled any client disputes in a professional and pleasant manner.
- I Worked to ensure a positive and stress-free user experience.
- I Lead the Design of Client Mobile Apps and was pivotal in designing Web Apps.

Skills: Figma, Prototyping, UI Design, UX Research, Mockups, Management

Education

Bsc. COMPUTER SCIENCE, Egerton University, Nakuru

August 2016 — December 2020

- Completed My Bachelors education in Computer Science having fulfilled all the necessary requirements for Excellence.

References

References available upon request