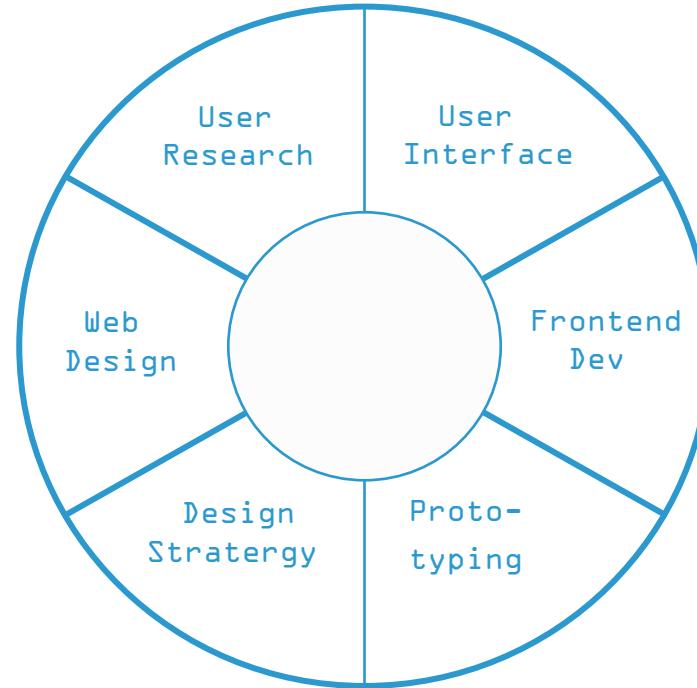


DESIGN PORTFOLIO

SELECTED SAMPLE

Skills

I Leverage design thinking in my work to help shape the development of products and services based on user needs. I have over four years of experience designing and developing products for companies



Methods

Design thinking process

I employ a variety of design methods to drive outcomes for the user, product, and organization. These methods are flexible and I choose my approach based on situational needs, adapting my design process to changing circumstances.



Prototype



CASE STUDIES

I have worked with a multitude of clients and for a variety of companies. This is a selection of my most recent and relevant user experience design projects.

01 **Yellow Pages**- Directory Services Product

02 **Kenchic Kenya**- Corporate Client

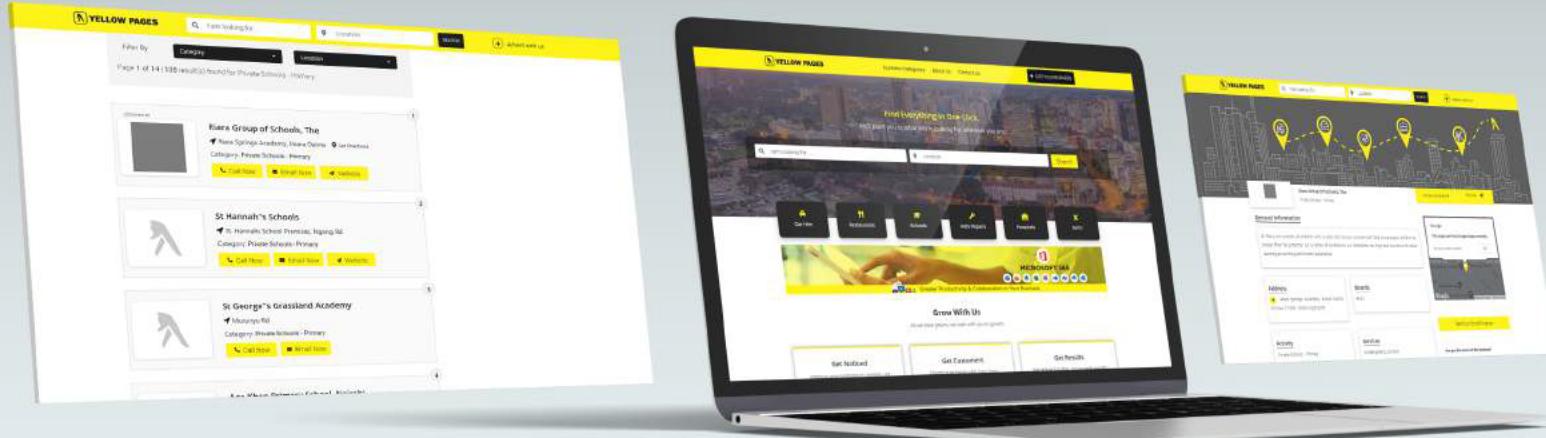
03 **Women In Tech**- Corporate Client

04 **ICEA Kenya**- Corporate Client

05 **Camp Winning Ways**- Freelance Client

06 **Middle East Bank** - Corporate Client

EM



Yellow Pages

Date: 2019 - Now

Platform: Web

Role: UX Design and Front-end Development

Project's Scope:

This project redesign was undertaken by the yellow pages brand to give a new life to its traditional looking online directory.

This was done to increase the traffic of the website and also give a fresh new look to the brand across its seven countries in Africa and improving the general user experience on the website.

Design Rationale:

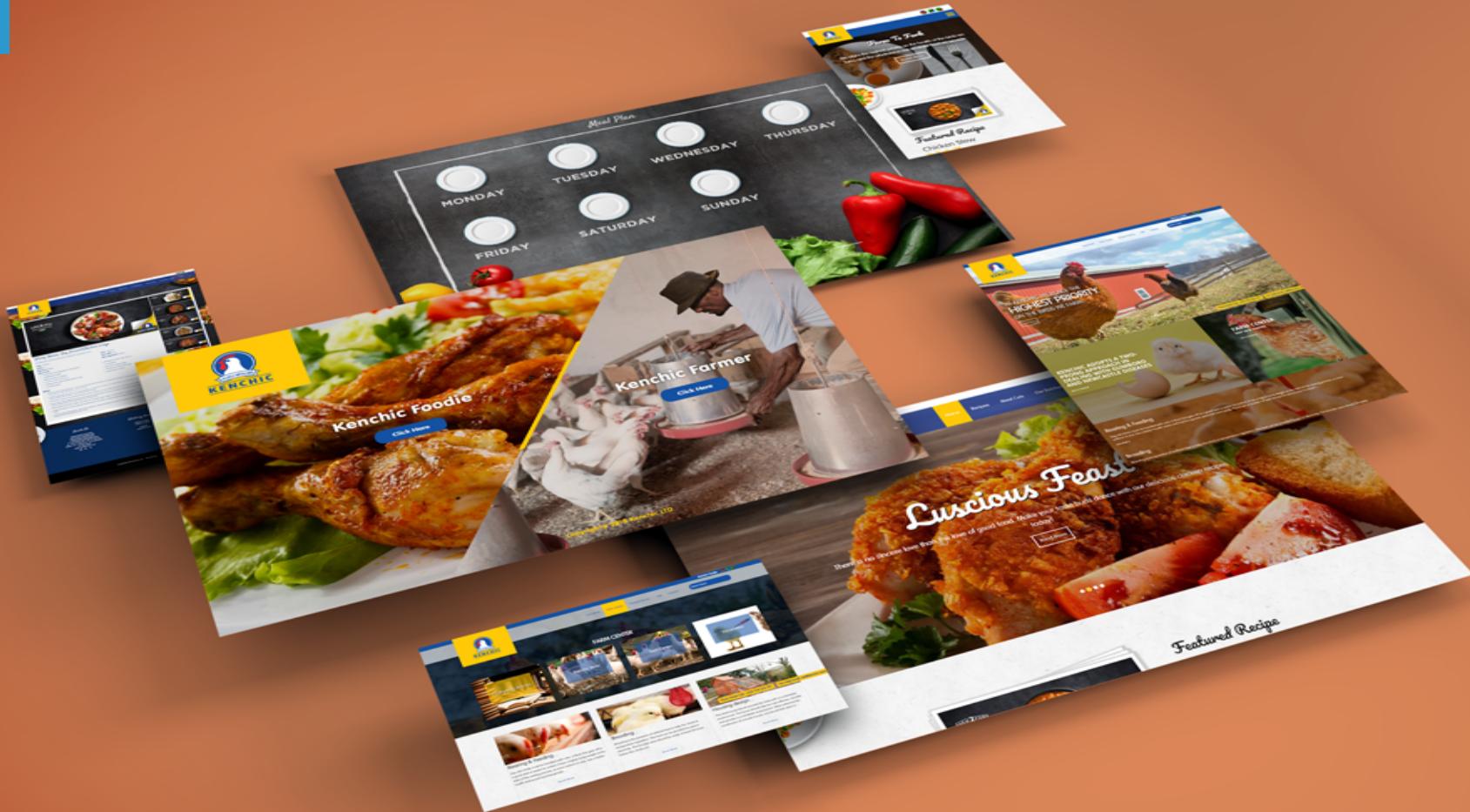
I mapped out a few timely product solutions, Revamp of the homepage - For this we had to rework a couple of things. On first load it was agreed that we have a visible clear search to prompt users to search for businesses.

Rework the search results page we had to include a sticky navigation when the user scrolled down this was implemented incase the results were not relevant to the user he/she could easily do a re-search.

Rework on business detail page - General information section was to be well laid out to accommodate easier readability.



EM



Kenchic Kenya

Date: 2018

Platform: Web

Role: Front-end developer/backend developer and designer

Project's Scope:

Kenchic Limited is the leading producer of poultry in East and Central Africa.

The project was undertaken as part of the rebrand of the company.

This was supposed to bring awareness and increase the brand visibility. For this a complete website, packaging and social media rebrand was done all speaking one theme across all the platforms.

Design Rationale:

Kenchic wanted to attract both consumers and producers (Farmers) so we had to drive our rebranding message to accommodate both audience. For this we had one part of the website being called kenchic foodie which the message was directed on consumers and speaking of different products.

Besides that we provided recipes for our users which included products that are from kenchic and also butcheries of kenchic to accommodate easier locating of the same. This ensured product interactivity leading to increase of users visiting the website.

The other part of the website which was named kenchic farmers was also implemented. This section provided farmers with information on how to go about poultry farming. Doing this enabled us capture both our target audience(Consumers and Farmers).



EM

CONNECT WITH US

About Standard Chartered

We are a leading international banking group, with around 84,000 employees and a 150-year history in some of the world's most dynamic markets. We bank the people and companies driving investment, trade and the creation of wealth across Asia, Africa and the Middle East. Our heritage and values are expressed in our brand promise, Here for good. Standard Chartered PLC is listed on the London and Hong Kong Stock Exchanges as well as the Bombay and National Stock Exchanges in India.

Standard Chartered

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About @iBizAfrica

@iBizAfrica is the business incubation centre at Strathmore University which seeks to nurture the development, growth and success of startups. We attain this through building the potential of the youth to develop ICT solutions and businesses that work for the common good in society. @iBizAfrica implements the entrepreneurship theme of @iLabAfrica, the research and innovation centre at Strathmore University.

Strathmore UNIVERSITY **iBIZ AFRICA**

The Program General FAQ Connect With Us Apply

Accelerating the Digital Economy through Women Owned Businesses

COHORT 4

Joyce Wibaya
Founder, Zyglo Africa

BETA Art Kenya
BETA Art Kenya aims to highlight the growth of the contemporary art industry.

Wiznext Insurance
Wiznext is a digital insurance aggregator, connecting to eight partners and aggregators to connect customers.

Savanna Circuit Technologies Ltd
Our goal is to increase financial inclusion and access by delivering financial services.

Women in Tech Incubator

Women In Tech

Date: 2018

Platform: Web

Role: Front-end developer/Designer

Project's Scope:

The Standard Chartered Women in Technology Incubator Kenya is Africa's leading incubator programme for female founded businesses, aligning with calls for more diversity in technology, entrepreneurship and for more opportunities for women to develop entrepreneurial and leadership excellence.

The brief was to come up with a platform that would enable users to get more information about the program and also apply to different cohorts that the incubator offers. Also we had to take care of the brand guidelines to align with the standard chartered brand guidelines. It had also to serve as a knowledge repository of the program.

Design Rationale:

The idea was to bring together mentors, trainees and coaches through the program. We had to come up with a design that would fully communicate to entrepreneurs and aspiring entrepreneurs.

This was done through different approaches through including recent stories of alumni of the programs and also providing information about certain topics in the FAQ section. This website was also responsive to all devices hence increasing usability and accessibility.



Women In Tech

www.womenintech.co.ke

#BACKYOURFUTURE

YOU'RE FOCUSED ON YOUR SUCCESS. SO ARE WE.

At ICEA LION, we believe there is no limit to what you can achieve. We fuel your hunger and drive for success to help you break barriers and accomplish your goals. Your primary objective is to be the best and as you're focused on your success, so are we.

Take control of your future. Call 0719 071 999 today or drop us an email.




Should a client invest in the stock market now?


How to pick the right investment partner


A Meal with a captain of industry
Virtual Agent!

ICEA LION GROUP

HOME • MY MEAL • FINANCIAL SUPPORT • INVESTMENT ADVICE • CONTACT US

ICEA Lion

Date: 2018

Platform: Web

Role: Design and Front-end Development

Project's Scope:

The campaign was geared towards helping the millennials on how to manage their money and grow as young professionals.

The deliverable was a website that would communicate and relate to the millennials to the said topic. Also helping ICEA lion in unlocking millennials as their new client base.

Design Rationale:

The project was done with various pictorials of millennials in their current professionals and hobbies. Doing this created a relationship and familiarity among the millennial's audience.

Besides that, also videos were used to pass through some of the message on the topics such as careers, finance and entrepreneurship. This were also used on social media platforms.



www.backyourfuture.com

The image displays five separate screenshots of a website's interface, likely from different devices or browser windows, all sharing the same header and footer design.

Header:

- Search bar: "Search or enter website name"
- Logo: "Camp Winning Ways" with the tagline "Live. Learn. Grow."
- Call-to-action button: "REGISTER FOR A CAMP"

Screenshot 1 (Top Left): A large image of a city skyline at sunset with two sets of goggles resting on top of it. Below the image is a dark blue sidebar with white text.

Screenshot 2 (Second from Top Left): A green chalkboard background featuring a hand-drawn soccer pitch diagram with a goal post and a curved arrow indicating ball movement. Below the diagram is a white sidebar with text.

Screenshot 3 (Center): A white page titled "MEET THE TEAM". It features four circular profile photos of team members: Pops, Mumzy, Letty, and Joyo. Below each photo is a short bio.

Screenshot 4 (Second from Bottom): A white page showing a group of young people standing outdoors in a line, viewed from behind. A text overlay on the right side reads: "Camp Winning Ways the organization that equips young people with the skills that foster character development through experiential learning."

Screenshot 5 (Bottom Right): A white page showing a group of young people standing outdoors in a line, viewed from behind. A text overlay on the right side reads: "Camp Winning Ways the organization that equips young people with the skills that foster character development through experiential learning."

Camp Winning Ways

Date: 2020

Platform: Web

Role: Design and Front-end Development

Project's Scope:

The website was to encourage campers to sign up for expeditions and also give a general feel of the camper vibe. The project deliverable was to deliver a website that gave an adventurous feel and communicate camping programs offered by the organization.

Design Rationale:

To bring the winning ways we had to use illustrations for the design. This is evident from the path to winning ways which are illustrated step by step.

To bring the adventurous nature of the organization team building pictorial was used to encourage sign ups for individuals and also groups. This ensured that we put camp winning ways ahead of their competitors.



Live. Learn. Grow

www.campwinningways.co.ke



Middle East Bank

Date: 2019

Platform: Web

Role: UX Designer/Frontend Developer

Project's Scope:

The redesign was supposed to give Middle East Bank a new vibrant look and feel. The messaging and the content were supposed to communicate with its wide clientele of B2B and also regular consumers. Deliverables were to produce a fully functional and responsive website and also showcase the branding aspect of the bank.

Design Rationale:

To make sure that the bank rises above their competitors we reworked on three aspects of the designs: Content, User Interface and Pictorial. All these aspects were to work together harmoniously to bring out the new vibrance of the website.

Besides that, the navigation was to be created with user experience in mind for this we implemented a sidebar navigation of the same. Products were accompanied with relevant images to much the communication.



www.mebkenya.com

EM

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