

Ann Purity Maina

Nairobi, Kenya

Phone: +254724318117

[Email](#) | [LinkedIn](#) | [Portfolio](#) | [GitHub](#) | [x](#)

Professional Summary

UI/UX Designer and UX Researcher with over 5 years of experience designing and reviewing web and mobile products across Web2 and Web3. Experienced in reviewing and evaluating design quality, explaining design decisions in clear written form, and improving AI-generated design outputs. Strong skills in Figma (Auto Layout, components, design systems) and in turning complex technical workflows into simple, user-friendly interfaces. Comfortable working independently, following clear guidelines, and delivering consistent, high-quality design work.

Skills & Tools

- **UX Research & Strategy:**
User Research, Interviews, Usability Testing, User Flows, Information Architecture, Product Discovery, Task Analysis, Journey Mapping
- **UI & Visual Design:**
High-fidelity UI, Design Systems, Component Libraries, Typography, Color Systems, Micro-interactions, Auto Layout
- **Design & Prototyping:**
Figma (Advanced), Wireframing, Interactive Prototyping, Design Documentation & Handoff
- **Frontend Collaboration:**
React, Next.js, Tailwind CSS (design to development alignment)
- **Workflow & Collaboration:**
Agile, Jira, Cross-functional Teamwork, Data informed Decision making, Project Documentation

Work Experience

Nova Technologies | Current

- Designing a cross-border remittance app that enables users to send and receive money across multiple countries and currencies.
- Designing and refining key user flows, including onboarding, KYC, payments, fee visibility, and transaction tracking.

- Reviewing and evaluating UI designs for clarity, consistency, usability, and accessibility, and writing clear explanations for design decisions.
- Building and maintaining a scalable design system in Figma using Auto Layout, components, variants, and design tokens, reducing UI inconsistencies by 45%.
- Simplifying complex technical and regulatory requirements into clear, user-friendly flows, reducing user errors by 28%.
- Collaborating closely with engineers and product teams to align design intent with implementation, reducing design rework by 30%.
- Running usability tests and research, using insights to improve task success rates by 35%.

Product Designer Zone01 Kisumu | 2025

- Led end-to-end UX research and design for web and mobile products, reviewing and refining interfaces to improve task completion by 38%.
- Conducted user interviews and usability testing to evaluate design clarity and usability, reducing onboarding friction by 32%.
- Built and maintained a scalable Figma design system using components and Auto Layout, increasing cross-product consistency by 50%.
- Worked closely with product managers and engineers to translate technical and functional requirements into clear, usable interface designs.
- Synthesized research findings and usability results into clear, written recommendations that improved navigation clarity and content discoverability.

UI/UX Designer Rishiflow | 2025

- Led end-to-end design for an AI-powered chatbot mobile application, owning key user journeys such as onboarding, session booking, and in-app content access.
- Reviewed and refined AI-assisted design outputs, improving usability and increasing task completion rates by 30% during prototype testing.
- Conducted user research and usability testing to evaluate design quality and clarity, using findings to guide design improvements.
- Designed reusable UI components and interaction patterns in Figma, improving design-to-development handoff speed by 40%.
- Worked closely with engineers and stakeholders to align product goals, user needs, and technical constraints, reducing iteration cycles by 25%.
- Created wireframes, interactive prototypes, and high-fidelity designs while maintaining consistency through a scalable design system.

UI/UX Designer Bongohub | 2024

- Redesigned high-impact user flows (onboarding, discovery, and project showcase), reviewing and refining layouts to improve clarity and usability, increasing user engagement by 27%.
- Built and maintained reusable UI components and layout patterns in Figma, improving design consistency across features by 45%.
- Created and delivered interactive prototypes for stakeholder reviews, usability testing, and developer handoff, reducing design feedback cycles by 30%.
- Applied Material Design principles and accessibility standards to ensure consistent, usable, and inclusive interfaces across the product.
- Worked closely with developers and product stakeholders to balance user needs with technical constraints, helping deliver features on time and reducing rework by 25%.

Web Developer at Kisumu Youth wash Parliament| 2024

- Designed and launched a responsive, user-centered website using Tailwind CSS, improving overall usability and increasing conversions by 35%.
- Evaluated and optimized frontend performance, reducing page load times by 50% and improving user retention.
- Conducted A/B testing and usability reviews to validate design decisions, resulting in a 20% increase in user engagement.
- Designed accessible, mobile-first interfaces to ensure consistent and reliable experiences across devices.

Web Developer at A1 Professional Cleaning Service | 2023

- Designed and developed the A1 Cleaning Services website using Tailwind CSS.
- Built a responsive, mobile first, and cross browser compatible UI to ensure consistent user experience across devices.
- Improved customer engagement by 40% through clean, intuitive interface design aligned with brand identity.

UI/UX Design internship Cityright LLP | 2022

- Reviewed and redesigned key user flows, evaluating usability and clarity, reducing task completion time by 30% and improving user satisfaction.
- Conducted usability testing to assess design quality, iterating on feedback and reducing drop-off rates on key pages by 20%.

- Worked closely with developers and stakeholders to refine and implement tested design solutions.
- Created wireframes, interactive prototypes, and high-fidelity designs in Figma, following clear structure and naming standards.
- Improved navigation and interface clarity, increasing user engagement by 25% across mobile and desktop platforms.

Education

Bachelor of Science (B.S.) Community Development

Egerton University, Nakuru, Kenya | 2018 - 2023

Solidity Smart Contracts by Lisk And Adamur - 2024-2025

Projects

- [Cervicare Ai](#)
- [Bingebox](#)
- [Carbon Chama](#)
- [Trident Millers Website](#)
- [A1 Professional Cleaning Service](#)

Community Contributions

- [Web3Way Africa](#) – Contribute to blockchain and web3 initiatives while actively supporting community building and knowledge sharing across Africa.
- [Codessipers](#) – Co-founded women in tech community that supports women initiatives, designed and curated content for growing awareness and reach.
- [Protokol Afrika](#) – Founded protokol Afrika, , a design agency focused on creating intuitive and impactful digital products for Web3. It specializes in designing and developing decentralized applications (dApps), DeFi platforms, blockchain dashboards, and Web3-enabled websites, delivering experiences that merge creativity, usability, and emerging technology.