Anne Purity Maina

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 Portfolio | Linkedin | Github | Medium | Email

Professional Summary

I'm a devoted, passionate UI/UX designer who truly loves crafting digital experiences that are not just functional but also enjoyable for users. My approach is all about putting people first, I spend time understanding what users need and how they think, which helps me create designs that resonate with them. With experience in web design and development, I take pride in establishing design guidelines and best practices that enhance seamless user experience and ensure consistency across projects. I develop UI designs that prioritize smooth and intuitive interactions and am always mindful of how users engage with systems.

Experience

Zone01 Kisumu   **April 2024 -Current**
Apprentice Software Developer

- Grounding expertise in understanding programming languages such as Golang, Javascript, and tailwind CSS, developing technologies, and solving digital problems.
- Learning and practicing coding skills in languages such as Golang, and Javascript.
- Participating in hackathons to build up teamwork and problem-solving skills.
- Participated in industry events (e.g., Google Dev Fest Kisumu 2024) to stay updated on design trends.
- Writing technical blogs to share my experience in programming languages and how I solve recurring errors.
- Learning version control programs such as Git enabling one to work on projects as a team.

A1proffessional cleaning   **Nov 2023-Feb 2024**
Project Website Design and Development

- Grounding expertise in understanding user behaviors, needs, and pain points to inform design decisions.
- Testing user interfaces on desktops, tablets, and mobile devices to ensure responsiveness.
- Creating polished, aesthetic, easy-to-use roadmaps and designs
- Developing user-friendly interfaces for web and mobile applications.
- Designing and building multi-platform software applications using no-code builders (e.g., Dorik, WordPress).

CityRight Solutions   **July 2022 - July 2023**
UI/UX Intern

- Designed prototypes and wireframes in Figma.
- Researched design trends, materials, and technology to assist conceptual designs.
- Created new designs and modified existing ones to fit design parameters. (e.g Cityright llp website revamp)
- Participated in industry events (e.g., Google Dev Fest Nairobi 2022) to stay updated on design trends.
- Promoted creative projects by generating new ideas.
- Collaborated with senior designers on innovative designs for various projects.

(eg St Mary's catholic church website)
- Improved web designs by incorporating client feedback and technical helpbot.

Education
September 2018-October 2023

Bachelor of Science (B.S.) Community Development

Egerton University Nakuru, Kenya

Projects

- **A1ProfessionalCleaning**

  I designed and developed a comprehensive professional cleaning service that showcases a commitment to quality and customer satisfaction. This initiative involved designing a detailed business portfolio that serves as both a marketing tool and an overview of their services. The website highlights the various cleaning solutions I offer, including residential, commercial, and specialized cleaning services. I emphasized its expertise in areas such as eco-friendly cleaning practices, deep cleaning techniques, and customer relationship management. Each service is accompanied by descriptions that outline the processes they employ, the equipment used, and the expected outcomes. Additionally, I included testimonials from satisfied clients to provide insights into their work ethic and the results achieved.

- **Peerfund**

  PeerFund is a peer-to-peer lending platform built on blockchain technology that prioritizes user experience by making the journey of accessing loans straightforward and accessible. The design focuses on creating an intuitive user interface that guides both borrowers and lenders through the process with ease. The information architecture is structured to be easily understandable, featuring clear navigation and a logical layout that facilitates seamless flows between different sections of the platform.

- **Digital Ducks**

  Digital Ducks is an online store specializing in the sale of digital devices, designed to provide a seamless shopping experience for users. The platform features an intuitive interface that makes it easy to navigate through various product categories allowing customers to quickly find and explore the devices they need. With user-friendly functionalities, shoppers can effortlessly add items to their cart, streamlining the purchasing process.

- **Portfolio**

  I designed a personal portfolio website to serve as an online resume that showcases my professional skills and achievements. The portfolio features an overview of my services, demonstrating my expertise in specific skills e.g., web design, User research, and Technical writing. I have highlighted various projects I've completed, providing

clients with insights into my work process and the results I've achieved. Each project includes descriptions, technologies used, and key outcomes, allowing potential clients or employers to gauge my capabilities.

Skill set

- Wire Framing
- Prototyping
- Website Architecture
- Visual design
- Figma proficiency
- User Research
- Usability Testing
- Programming language proficiency .e.g Golang JavaScript,HTML/CSS
- Technical Writing
- Analytical Thinking
- Team Collaboration
- Problem-solving

Blogs

- [Usability testing](#)
- [UX Design](#)
- [Design thinking](#)
- [Information Architechture](#)

References

1. Pauline Wambui - Director A1ProfessionalCleaning
   A1TRADINGCOMPANYLIMITED@gmail.com
2. Paul Oguda - CEO CityRight Solutions
   hello@cityright.co.ke