

Ann Purity Maina

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Professional Summary

Results driven Frontend Developer with a strong foundation in UI/UX design, experienced in building responsive and dynamic user interfaces using modern frameworks like React.js, Next.js and TailwindCSS. Skilled in user research, wireframing, prototyping, and translating high-fidelity designs into production-ready components. Proficient in Figma, with a deep understanding of Material Design principles, design systems, and responsive web design.

Skills & Tools

- **Frontend Development:** React.js, Next.js, Tailwind CSS.
 - **UI Implementation:** Figma, Material Design, Design Systems, Components
 - **Performance & Accessibility:** Responsive Design, Mobile-First Approach, Accessibility Best Practices
 - **Collaboration Tools:** GitHub, Jira, Slack, Figma
 - **User Research:** Wireframing, Prototyping, Usability Testing, A/B Testing.
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Work Experience

UI/UX Designer Rishiflow | Current

- Spearheading the end-to-end product design of the app, improving navigation and usability across key user flows such as onboarding, session booking, and content access.
- Designing and tested reusable UI components, resulting in a 40% faster design-to-development handoff.
- Conducting user research and usability tests with target users, leading to 30% improvements in task completion rates during early prototypes.
- Building wireframes, interactive prototypes, and high-fidelity mockups, ensuring consistent design systems and scalable patterns for future product iterations.
- Collaborating cross-functionally with software engineers to align business goals with user needs, reducing iteration cycles by ~25%.

UI/UX Designer OLPS Kenya | June 2025- August 2025

- Leading the redesign of OLPS Kenya's website to better showcase community impact, upcoming events, and gallery highlights.
- Focusing on improving clarity, emotional connection, and user engagement across key sections such as the homepage, impact stories, and event updates.
- Building consistent, reusable design elements within WordPress to make future content management easier for the team.
- Ensuring the new design is accessible, mobile-responsive, and aligned with the organization's mission to serve and uplift communities.

UI/UX Designer Bongohub | April 2025 - June 2025

- Redesigning key user flows including the landing page sign-up, "People" page, and project showcase sections to improve clarity, usability, and user engagement.
- Creating reusable UI components in Figma such as buttons, form fields, navigation bars, and cards for consistency and scalability across the product.
- Building interactive web and mobile prototypes to simulate real user interactions and collaborating with developers for seamless handoff and implementation.
- Applying Material Design principles and using system libraries to maintain a coherent and access

Web Designer and Software Development at Kisumu Youth wash Parliament| Jan 2025 - March 2025

- Developed and launched a responsive, user-friendly website using Tailwind CSS, improving user experience and increasing conversions by 35%.
- Optimized frontend performance, cutting load times by 50% to enhance user retention.
- Led A/B testing initiatives, resulting in a 20% boost in user engagement.
- Designed and implemented an accessible, mobile-first interface to ensure seamless cross-device functionality.

Web Designer and Software Development at A1 Professional Cleaning Service | Sep 2024 - Nov 2024

- 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.

Software Developer Zone01 Kisumu | April 2024- Aug 2024

- Gaining hands-on experience in modern frontend development using React.js to build dynamic, responsive user interfaces.
 - Creating wireframes and prototypes in Figma, then implementing them with React and Tailwind CSS, following utility-first design principles.
 - Additionally, implementing backend logic using Go (Golang), Rust to build efficient APIs, complementing full-stack capabilities.
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Education

Bachelor of Science (B.S.) Community Development

Egerton University, Nakuru, Kenya | 2018 - 2023

Solidity Smart Contracts by Lisk And Adamur - 2024-2025

Projects

- Carbon Chama
- Trident Millers Website
- Kisumu Youth Wash Website
- A1 Professional Cleaning Service Website

Referees

1. Pauline Wambui

CEO A1 Professional Cleaning

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2. Victoria Adwet

Speaker Kisumu Youth Wash Parliament

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3. Josephine Opondo

Project Manager BongoHub

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