



# Paul Mbingu

## UX/UI Designer & Researcher

INTERACTIVE RESUME

### Contact Details

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### Quick Profile

I am an elite UX/UI Designer & Researcher who helps businesses to build innovative design solutions which are user-centric. I am a self-motivated, innovative & quality assurance person with diverse knowledge in the design and computer technology industry. My combined passions for problem-solving and visual arts brought me here, to a position where I can demystify the everyday problems of users & empower them with delightful experiences & solutions.



### Research & Design Skills

- Screener Surveys
- User Interview Questions & Interviews
- Empathy Maps & Personas
- User Stories & User Journey Maps
- Problem & Hypothesis Statements
- Value Proposition & Competitive Audits
- How Might We, Crazy 8s & Goal Statements
- User Flows & Story Boards
- Information Architecture
- Wireframing & Prototyping
- Research Study Plan & Usability Study
- Research Analysis & Synthesis
- Research Presentation & Report
- Affinity Diagramming & Research Insights



### Research & Design Tools

- Figma & FigJam
- Pen & Paper
- ProtoPie
- Notion & Dovetail
- Miro
- Useberry & Maze
- Google Workspace
- HTML, CSS, and JavaScript
- React JS, Tailwind CSS, and Storybook JS
- Atlassian Jira & Confluence
- Adobe XD & Creative Cloud (Ps and Ai)



### Learning & Growth Strategy

- Coursera - UXUI Design & Research
- Nielsen Norman Group - UXUI Design & Research
- Interaction Design Foundation - UXUI Design & Research
- Udemy - UXUI Design & Research
- ADPLIST - UXUI Design & Research Mentorship



### Knowledge & Interests

- Machine Learning
- Software Engineering & Web Development
- Virtual & Augmented Reality
- Photography & Creative Imaging
- 3D & Animation
- Video Game Development



### Hobbies

- Listening to music
- Watching movies
- Playing video games



### Volunteer Experience & Passion Projects

UX/UI Design & Research Instructor & Mentor  
youtube.com/c/PaulMbingu : Since Oct 2018



### Professional Experience



#### UX/UI Designer

##### Amitruck Limited: June 2022 - Present

- I own the design process from start to finish, including, wireframing, coordinating with user research and field teams, working with the VP of product to consolidate and action feedback, and walking internal stakeholders through mockups and or/wireframes.
- I run design workshops, usability tests, or working sessions with intended end-users and relevant stakeholders to flesh out the proposed user experience and features.
- I interface with other team members (research, product owner, consultants) and engineering to guide the creation of the product based on the specifications.
- I apply UX principles and design practice to identify key barriers and drivers of desired user behaviors.
- I identify clear and measurable metrics to track the product's success, in close line with product owners and the VP of product.
- Based on HCD frameworks and research (conducted by the entire team), develop a deep understanding of specific experiences, identify and fill UX gaps and generate new ideas to improve the user experience.
- I develop UI mockups and prototypes that clearly illustrate how products, sites or specific parts of digital tools function and look like.
- I design assets such as UI elements and components based on evidence gathered through desk research, surveys, and product testing.
- I lead the visual and technical direction of the experience design, visual style, and technical tooling, with input from director-level peers of product design and engineering teams.



#### Founder And Principal UX/UI Designer & Researcher

##### Excite! Innovation Company : January 2018 - Present

- I develop a deep understanding of customers, their needs & problems through research.
- I communicate the user experience through all stages of the design process by creating wireframes, user flows, basic prototypes, presentations, & detailed design specifications.
- I advocate for user-centered design solutions using strong rationale based on data, market trends, & user research.
- I work with designers, researchers, product managers, & engineers to deliver elegantly & engaging end-to-end user experiences across multiple screens & input modalities.



#### Marketing Creative

##### Nation Media Group : August 2017 - June 2022

- I was responsible for the visual style in artworks and other design artifacts for all of the company's brands across multiple channels.
- I collaborated with cross-disciplinary stakeholders to develop the overall look or style of advertising campaigns and other design artifacts.
- I conceptualized artworks for all company brands, layout & output for multiple channels.
- I ensured all projects were on track with the brand guidelines and campaign needs.



#### Creative Designer

##### WPP Scan Group Kenya : July 2016 - March 2017

- I Worked With Art Directors To Create Visuals That Identified A Product Or Conveyed A Message According To Brand Requirements.
- I Worked With Copywriters To Make Sure That Design Captions Portrayed An Accurate Message For The Targeted Audience.
- I Worked With The Business Development Teams To Create Pitching Presentation Decks.
- I Incorporated Design Changes Recommended By The Clients Into The Final Design.



#### Studio Designer & Assistant Photographer

##### BobbyPall Photography : August 2014 - July 2016



#### Design Apprentice

##### Kalax Computer Training : December 2010 - August 2014