Gathigia Njiiri

Experience Designer
{Kenya}

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https://www.linkedin.com/in/gathigianjiiri/

Companies I've worked with.

Africa's Talking

Akiliplus

MEST

Joluud {Ghana}

Chartyn {UK}

Safiri Express

eTranzact {Nigeria}

Communities I run.

UX Kitchen Nairobi
https://www.meetup.com/UX-Kichen/

Figma Africa: Nairobi
https://www.meetup.com/figma-africa/

I thoroughly enjoy solving problems using human psychology, business design, reserach experiments & solution sketching.

Work

Chartyn
{Artificial Intelligence}

Chartyn is an AI-driven analytics tool, customized for the fitness industry, meant to help fitness facility managers leap from data to insight.
I was tasked with designing a seamless experience that's meant to present business intelligence in a less intimidating way to non-tech users.

What I did:
User research, competitor analysis, team design sprint, product wireframing, MVP roadmap, usability testing.
https://chartyn.com/

Safiri Express
{Mobility}

Safiri Express is a pre-booked shuttle service that's a premium alternative to public transportation. I was tasked with designing a mobile app for both the commuter & the bus driver, as well as a realtime admin dashboard.

What I did:
User research, competitor analysis, team design sprint, product wireframing, MVP roadmap, usability testing, colour scheming.
https://safiriexpress.com/

Joluud
{Work Management}

Joluud is a facility management tool that enables communication & work management between facility occupants & the maintenance team.
I was tasked with designing the website & product (web) for the facility manager, occupant & admin, as well as a USSD service for the maintenance team.

What I did:
User research, team design sprint, product wireframing, MVP roadmap, usability testing, UI Mockups.
https://www.joluud.com/

Mteja
{Customer Engagement}

Mteja is a plug & play customer engagement tool for messaging, call-center & airtime, customized for SMEs.
I was tasked with re-designing their website to represent their re-branding from https://www.smsleopard.com/ to to https://mteja.io/

What I did:
User research, competitor analysis, team design sprint, product wireframing, usability testing, colour scheming.
https://mteja.io/

eTranzact {NG}
{Fintech}

eTranzact is a 3rd party tax collection web app for Federal Inland Revenue Service in Nigeria. its been an existing fintech company that needed a redesign of user experience for better tax remittance for the general public and banks.
I was tasked with understanding user behaviour on ground and prescribing a redesign of experience for the tax payer.

What I did:
User research, competitor analysis, team design sprint, product wireframing, MVP roadmap, usability testing.

Paybill Solutions
{Micro Finance}

Paybill Solutions is a 'tool' for daily savings towards payment of recurring bills for the low income persona e.g.school fees, rent. i was tasked with observing financial behaviour of the target audience and designing a USSD & messaging solution for this need.

What I did:
User research, competitor analysis, team design sprint, product wireframing, MVP roadmap, usability testing.

Kuruka 360
{Wellness}

Kuruka 360 is a wellness app focused on physical & mental health for young adults in university. I was tasked with understanding the space & the target audience and designing a solution for the need.

What I did:
User research, competitor analysis, team design sprint, product wireframing, MVP roadmap, usability testing.

@Njiiri | Gathigia Njiiri | @UXKitchen | @Njiiri | @Sheidy Njiiri