

# TED MWATHA NG'ANG'A

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## Summary

An innovative, tech-savvy, and results-driven professional with a proven track record of translating conceptual ideas into tangible, marketable products. Demonstrated expertise in creating visually compelling and user-centric designs, ensuring seamless digital experiences across various platforms. Proficient in leveraging advanced design tools and technologies such as Adobe Creative Suite, Sketch, and Figma to streamline the product development process. Demonstrated ability to collaborate seamlessly with cross-functional teams, integrating user feedback and market trends to drive product excellence. Committed to delivering cutting-edge designs that not only meet but exceed user expectations, resulting in enhanced user experiences and increased product satisfaction.

## Major Highlights

- ✚ Participated in the MOZFEST East Africa in Uganda. This is a hackathon by Mozilla Firefox hosted in Uganda that is meant to tackle the issues affecting the African continent through useful applications of Internet resources and open-source prog.
- ✚ Led Ambitious zealous Movers of Africa (AZMA) (community-based organization for after-school youth, tackling issues to do with the special needs in society
- ✚ Contributed to the Rehabilitation Street Children Program at Kwetu Home of Peace, which was initiated by the Office of Social Services.
- ✚ Engaged in mentoring and facilitating high school students with essential skills and knowledge on entrepreneurship, financial literacy, and work readiness in over 200+ high schools under the Mentors on Board Program.
- ✚ Worked with Multisport Kenya, in event planning, athlete management, and coaching in Kenya.
- ✚ Represented Kenya at world championships in Spain, Olympic qualifiers in Egypt, and Ironman races under Triathlete.
- ✚ Set up Tech Infrastructure for Maono Tech hub Malindi.
- ✚ Designed the Minimum Viable Product (MVP), a financial forecasting system for Elewa. Additionally, I conducted product exploration and research for a conversational learning manager (chatbot learner).
- ✚ Got certified as a trainer of trainees in the HP Life E-Learning Training | 2014

## Areas of Expertise

User Research | UI/UX Design | Visualization | Design Systems | Usability Testing | Accessibility Enhancement | Contextual Design | Marketing & Promotions | Educational Content Design | Training | Stakeholder Engagement | Advocacy | Product Development | Design Review | Digital Prototyping & Simulation | Wireframing | CAD | Product Lifecycle Management | Figma | Troubleshooting | Adobe Creative Suite | Sketch | Scrum Master | Data Analysis | Reporting

## Education

**Diploma In Crime Management and Prevention** | Kenyatta University | 2017  
**Diploma in Social Work and Community Development** | Kiambu Institute of Science and Technology | 2015

Cisco Certified Network Associate (CCNA) | Cisco | 2014  
Kenya Certificate of Secondary Education | The Kenya High School | 2013

Other Course

- Product Design (UI/UX) | Moringa School | 2022
- HP Life E-learning Training | 2014

Experience

Elewa Education 04/2023 – 06/2023

Product Designer

**Overall purpose:** Responsible for creating innovative and user-centric design solutions for the organization’s educational products and services.

User Research

- Conducted extensive user research to understand the needs and challenges of teachers, school groups, and large-scale training audiences in East Africa.

UI/UX Design

- Designed user interfaces and experiences for Elewa Education's continuous professional development platform, ensuring a user-friendly and intuitive design.

Visualization

- Created wireframes, prototypes, and mockups to communicate design concepts and solutions effectively.

Design Systems

- Implemented design systems and maintained design consistency across the platform for a cohesive user experience.

Usability Testing

- Conducted usability testing to validate design decisions and identify areas for improvement.

Accessibility Enhancement

- Worked on improving the accessibility of the platform to cater to diverse user groups.

Contextual Design

- Adapted designs to address specific challenges and opportunities in the East African educational context.

Marketing & Promotions

- Supported the marketing team by providing design assets for promotional materials and presentations.

Educational Content Design

- Contributed to developing educational content, ensuring alignment with pedagogical principles and user needs.

Training

- Facilitated design workshops and training sessions to build design awareness and skills within the Elewa Education team.

Stakeholder Engagement

- Collaborated with external stakeholders to gather insights and incorporate diverse perspectives into the design process.

Advocacy

- Contributed to the overall mission of Elewa Education by advocating for user-centered design principles and educational innovation.

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**Stawi Design Labs**  
**Product Designer**

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**10/2022 – 03/2023**

**Overall purpose:** Responsible for the conception, design, and development of innovative products that meet the needs of the organization's clients and end-users.

- Worked on multiple projects simultaneously, managing time effectively to meet deadlines.
- Created wireframes, prototypes, and user flows to communicate design concepts and interactions.
- Developed high-fidelity visual designs and worked closely with developers to ensure accurate implementation.
- Maintained and updated design systems to ensure consistency across products.
- Researched user needs and market trends to inform the design process.
- Conducted user interviews and usability testing to gather insights and iterate on design solutions.
- Participated in design critiques and provided constructive feedback to team members.
- Contributed to the development of user personas and scenarios.
- Conducted competitive analyses to identify strengths and weaknesses in existing products.
- Collaborated with marketing teams to create promotional materials and assets.
- Documented design decisions, rationale, and guidelines for reference and future iterations.
- Presented design concepts and rationale to stakeholders for feedback and approval.

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**Apple Basket Ke**  
**Sales Manager**

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**01/2020 – 2022**

**Overall purpose:** Responsible for leading and managing the sales team to achieve revenue targets and provide excellent customer service.

- Led a high-performing sales team to achieve and exceed monthly sales targets.
- Developed and implemented effective sales strategies to promote Apple Basket Ke's product offerings.
- Fostered a customer-centric approach within the sales team to enhance customer satisfaction and loyalty.
- Monitored and analyzed sales performance metrics to identify areas for improvement and implement corrective actions.
- Managed inventory levels to ensure adequate stock availability and prevent stockouts.
- Recruited, trained, and evaluated sales staff to enhance their product knowledge and sales skills.
- Established and maintained strong relationships with key suppliers and negotiated favorable terms.
- Implemented efficient sales processes and utilized technology to streamline operations.
- Collaborated with marketing teams to execute promotions and events to drive sales and increase brand awareness.

- Conducted regular sales meetings to communicate goals, provide training, and share the market Resolved customer complaints and issues promptly and effectively, maintaining a positive customer experience.
- insights.
- Prepared and presented regular sales reports to upper management, summarizing key performance indicators and outlining future strategies.

#### **Other Positions**

- Head of Sales & Technical Support Engineer | Renata Digital Services | 01/2018 – 12/2019
- Program Manager, Money Tree Education | Kestronix Ltd | 01/2016 – 12/2017
- Cisco Instructor | Junior Achievement Kenya | 01/2015 - 04/2015

#### **Volunteer Experience**

- Communications & Marketing Secretary, Volunteer | Kenya Triathlon Federation | 2022 - Present

#### **Notable Training**

- ✓ World Triathlon level 1 technical official
- ✓ First Aid Course | Kenya Red Cross.
- ✓ World Triathlon Level 1 Certified Coach
- ✓ World Triathlon Certified Sports Mentor

#### **References**

Available upon request.