

DAVID WAWERU NGARI

PRODUCT DESIGNER

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PROFESSIONAL SUMMARY

UI/UX Designer with 5+ years of experience designing user-centered digital products for complex, data-driven platforms across African markets including Kenya, Uganda, South Africa, Nigeria, Tanzania, and DRC. Skilled in translating intricate data workflows and business processes into accessible, intuitive interfaces – from wireframes and prototypes through high-fidelity visual design and developer handoff. Experienced in conducting user research, building design systems, and creating information products (infographics, dashboards, reports) that communicate clearly to diverse stakeholders. Proficient in Figma, Adobe Creative Suite (InDesign, Illustrator, Photoshop), and front-end technologies (HTML, CSS, JavaScript), enabling close collaboration with development teams and rapid prototyping. Background in Strategic Management grounds every design decision in business impact and user outcomes.

SKILLS

Human-Centered Design Thinking | Service Design | End-to-end Experience Research | Interactive UI Design | Component Systems | JavaScript | Next.js | Webflow | WordPress | AI Workflow Integration | Prompt Engineering | Analytics and User Behavior

PRODUCT & UX | User Research | Information Architecture | Design Systems | UX Strategy | Wireframing & Prototyping | Usability Testing | Brand Systems | Data Visualisation & Infographics | Accessibility Standards |

TECHNICAL | Next JS | JavaScript | Webflow | WordPress | TailwindCSS | **PLATFORM & SYSTEMS** | CMS Architecture | Admin Dashboard Design | API Integration | Performance Optimization | **TOOLS** | Figma | Illustrator | InDesign | Framer Motion | GSAP | Analytics & User Behaviour Tools | Notion | **EMERGING** | AI-assisted workflows | Prompt engineering for design & development

PROFESSIONAL EXPERIENCE

Product / UI-UX Design Consultant
MB96, Nairobi, Kenya.

July 2025 - Present

Retained as external design consultant for an East African creative agency. Own UI/UX strategy, platform iterations, and feature delivery for key clients.

- Redesigning the full mobile app UI for Furaha Financial (Uganda), evolving it from a single loan product into a multi-product lending platform with progressive onboarding, embedded lending experiences, and delivery logistics tracking.
- Continuing to maintain and optimize the Chupachap beverage delivery platform (116,000+ monthly active users, 104,000+ direct sessions, 10K+ peak weekend traffic).

UI/UX Designer & Web Developer

August 2021 - July 2025

MB96, Nairobi, Kenya.

Led end-to-end design and development for a creative agency's client portfolio spanning fintech, e-commerce, education, legal, global health, and social impact platforms across East and Southern Africa. Responsible for user research, wireframing, prototyping, visual design, front-end development, and post-launch measurement.

- **Chupachap (Beverage Delivery):** Diagnosed cart abandonment through user behavior analysis. Redesigned checkout flows and optimized page performance, reducing abandonment by 18% and improving load speeds by 40%. The platform serves 116K+ monthly active users.
- **Furaha Financial (Uganda):** Implemented analytics infrastructure, mapped user journeys, identified engagement bottlenecks, and shipped UX improvements that drove 16% session increase and 14% user growth within 30 days. Reduced bounce rate to 44.3%.
- **Vault22 (South Africa):** Led full platform rebrand and rebuild for a financial wellness product. Defined information architecture, designed modular CMS collections, and created campaign cards and email templates via CleverTap. Result: 10K+ unique daily visitors, 65% mobile engagement.
- **B-WEL (Global):** Designed user journeys for three leadership programs on a platform supporting Black women in leadership. Achieved 1,500+ site visits and 35% visitor-to-applicant conversion rate.
- **NCD RIGHTS Lab (Stanford-affiliated):** Translated complex academic research into accessible, well-structured web content for funders, policymakers, and trainees. Defined information architecture spanning research projects, publications, team profiles, and media.

Partner & Product Strategist

November 2022 - Present

Napili Studios, Nairobi, Kenya.

Co-founded a design studio focused on product strategy and creative solutions for African organizations. Lead client engagements from discovery through delivery, managing stakeholder relationships, scoping projects, and ensuring product-market alignment.

- **WHO Africa (via Global Health Strategies):** Led design strategy across four flagship health initiatives (PROSS, TASS, SURGE & JEAP), coordinating with international stakeholders to create cohesive brand systems while respecting WHO's overarching guidelines. Defined visual communication frameworks that aligned with health campaign objectives across multiple African regions.
- **Lake Region Digital Health Conference:** Owned end-to-end product delivery for the conference's digital presence, from information architecture to launch. Achieved 40,000+ site visits, 2+ minute average engagement, and facilitated 320,000+ KES in online ticket sales.
- **Distar School Mombasa:** Identified parent engagement and student recruitment as core product goals. Designed a mobile-first application portal and event management system that generated 20+ new student applications in one term.
- **Nestline Capital:** Led product strategy for a coastal real estate investment platform. Delivered a marketing website and a property management platform covering plot booking workflows, payment tracking, Google Maps visualization and investor contact management.
- **Greenthing Kenya (E-Commerce):** Built and managed the full e-commerce platform for Kenya's pioneering zero-waste brand (33K+ Instagram community). Integrated DHL shipping for international shipping, M-Pesa and card payments, and automated currency conversion for global buyers.
- **Mucyo Gasana (Photography & Art):** Built a portfolio site and a separate headless e-commerce store for an African documentary photographer, enabling international art sales with DHL shipping. Created a custom CMS and admin panel for self-service content management, plus contact automation and SEO targeting East African documentary photography.

Product & Digital Strategy Consultant

September 2023 - Present

The Quollective Africa, Nairobi, Kenya.

Serve as an external product and digital strategy consultant for an award-winning pan-African creative agency operating across DRC, Nigeria, Uganda, Tanzania, and Kenya. Scope and deliver digital products, define platform strategy, and contribute to cross-border campaign execution for the agency and its clients.

- **Young Lions Kenya & Cannes Lions Kenya:** Owned the full product lifecycle for Kenya's official Cannes Lions competition platform, from concept through live operations. Built a multi-role system managing 70+ teams, 25 submissions across three categories and 20+ judges with role-based workflows. Enforced complex eligibility rules, shipped judge analytics and automated communications. Delivered two marketing websites and positioned the platform as a reusable competition engine for African creatives.
- **Agency Website & Internal Operating System:** Delivered the agency's marketing website and its internal admin platform. The marketing site features a portfolio showcase and contact system. The internal OS handles automation of internal systems with Google Calendar sync, role-based permissions, user workflows and real-time notifications.
- **Bad Natives Podcast (badnatives.africa):** Delivered a quick branded landing page for an African affairs podcast distributed across Spotify, Apple Podcasts, YouTube, and TikTok, featuring embedded episodes, hosts & contact form.

VOLUNTEER & COMMUNITY PROJECTS

Product Owner (Volunteer)

August 2025 - Present

Uhai Centre Church, Kiambu, Kenya.

Rebuilt the architecture, modernizing the tech stack, and shipping a production-grade digital platform serving the church community. Integrated YouTube for sermon content, M-Pesa for online giving, and authentication for admin access.

EDUCATION & CONTINUOUS LEARNING

Professional Development

August 2020 - PRESENT

Advanced Figma UI/UX Design Mastery | WordPress Theme & Plugin Development | Advanced Webflow Animations and Interactions | React and Next.js Application Architecture | Payment Integration Systems | Three.js for Interactive 3D Web Experiences

BSc Strategic Management | 2nd Class Honors Upper Division

September 2016 - August 2021

Moi University, Eldoret, Kenya.

Simply put, I ambitiously strive to create. I think strategically, design thoughtfully, and build meticulously—turning complex problems into elegant solutions.