Lawrence Chege

Senior Product Designer | Fintech and Digital Health | Mobile, Web, USSD and SMS

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PROFESSIONAL SUMMARY

Product designer with nine years in UX and product design and sixteen years in digital technology, starting as a programmer in 2010. Designs regulated banking and health products across mobile app, web, USSD, SMS, IVR and chatbot, for users with weak connectivity and mixed digital literacy. At Equity Bank, leads UX for the Move, Borrow and Save pillars across Kenya, Tanzania and South Sudan, and leads a team of three junior designers. Still writes production code in Next.js, NestJS and PostgreSQL, so designs arrive at engineering already shaped by what can ship.

SKILLS

Product and UX: Product design, Interaction design, Information architecture, Design systems, Mobile and web design, USSD, SMS, IVR and chatbot flows, Accessibility, Prototyping, Usability testing, User research, Journey mapping, Design documentation

Domains: Digital banking, Payments, Government securities, Agency banking, Digital health, Enterprise software

Tools: Figma, FigJam, Miro, Jira, Adobe Photoshop, Adobe Illustrator, Balsamiq, Sketch

Engineering: Next.js, NestJS, PostgreSQL, JavaScript, HTML5, CSS3

Ways of working: Agile and Scrum, Design sprints, Lean UX, Cross-functional workshops, Design team leadership

PROFESSIONAL EXPERIENCE

Senior User Experience Designer

Dec 2023 to Present

Equity Bank Kenya, Nairobi, Kenya

UX lead for the Move, Borrow and Save product pillars across mobile app, web, chatbot and USSD, covering Kenya, Tanzania and South Sudan. Leads a team of three junior UI/UX designers.

- Designed the government securities payment flow, live on mobile and web, letting customers settle Central Bank of Kenya Treasury bill and bond purchases digitally instead of through a branch-only cash process that issued no receipt.
- Built CBK reference key validation, a locked pre-filled amount that prevents settlement errors, and a USD payment path with live and negotiated exchange rates into the same flow.
- Designed the Partner Visit tool in the Equity Business app for agency banking field staff, increasing agent visits by more than 58 percent and reducing branch complaints. One modular visit flow covers agents, merchants, billers and merchant tills, with GPS confirmation and a structured visit record.
- Lead design of in-app account opening to replace a USSD process that still ends with a branch visit, running the workshops where design, engineering and compliance agree the flow.
- Contribute to the Equity design system across four channels, reducing design inconsistencies by 35 percent, and document interaction patterns for account management journeys.
- Review the work of three junior designers and set how design decisions are documented and handed to engineering.
- Set success metrics and run structured usability testing with product managers and developers, improving usability by 12 percent.

UX Designer and Project Manager, CHW Telehealth Project

Apr 2023 to Nov 2023

Living Goods, Nairobi and Malaba, Kenya

Eight-month telehealth programme for community health workers in Malaba. Managed a design team of three.

- Ran field research with community health workers using basic handsets on intermittent network coverage.
- Designed one information architecture across SMS prompts, a USSD platform and an IVR hotline, so the same consultation worked on any phone.
- Onboarded more than 15 community health workers onto the telehealth tools and retained 75 percent of them through the programme.
- Planned and delivered a three-day training programme, with FigJam workflows and onboarding guides written for health workers.
- Partnered with HealthX, the technology vendor, to iterate the system design against user feedback.

UI/UX Designer

Dec 2021 to Mar 2024

Living Goods, Nairobi, Kenya (Remote)

- Conducted user research and designed digital health services for community health workers in rural areas.
- Translated business requirements into prototypes, flow diagrams and XLSForms that engineering teams built from.
- Wrote analytical briefs and software specifications, and supported product roadmap and design planning.

Senior User Experience Specialist Aug 2019 to Oct 2021

Palladium, Nairobi, Kenya

- Defined UX metrics with the QA team and tracked task success, error rates and user satisfaction across enterprise release cycles.
- Conducted user research and designed prototypes and wireframes for enterprise applications serving varied user groups.
- Trained cross-functional teams on UX practice and maintained a shared UX research library.
- Worked with business analysts and scrum masters to refine user requirements for agile delivery.

Graphic and UI/UX Designer Sep 2017 to Aug 2019

Eclectics International, Nairobi, Kenya

- Designed UI/UX for banking products used by more than ten financial institutions, including the NMB Mkononi mobile banking app for NMB Bank Tanzania, released in Swahili and English.
- Gathered requirements with product managers and engineers and turned them into storyboards, process flows, sitemaps, mockups and prototypes.

Earlier career: programming, web development and design 2009 to 2017

Various

- Creative Director, Polca Creations Limited, own part-time design studio (2014 to present): brand identity and web design for small businesses and organisations.
- Lead Graphic Designer and Web Developer, Cybercity Solutions (Oct 2016 to Sep 2017).
- Freelance visual and web designer (2012 to 2015).
- Programmer and Web Designer, SahanNet Ltd (Jul 2010 to Nov 2013).
- Computer Instructor, Utalii Computer College (2009).

EDUCATION

Bachelor of Business Administration, Digital Communication and Media 2024 to Dec 2027

Nexford University, Online

In progress, expected December 2027

Diploma in Computer Science, Web Design, Development and Programming 2014

Presbyterian University of East Africa, Kenya

CERTIFICATIONS

Enterprise Design Thinking Practitioner 2025
IBM

Elevating the Customer Experience 2024
Moody's

Agile User Experience Design and Research 2023
Interaction Design Foundation

LANGUAGES

English (fluent), Swahili (native)

REFEREES

Available on request