

Joseph-Albert Kuuire

UX/UI Designer and User Researcher

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SUMMARY

Highly motivated professional in the field of user experience design, content creation and user research with six (6) years of user experience design and research. I have expertise in user interface design, user research including, usability testing, in-depth interviews, survey designs and focus group moderation.

WORK EXPERIENCE

Walulel

User Experience Designer and User Researcher

November 2020 - Present

- Leading visual and user interface design for one of Walulel's digital products as well as leading user research for Walulel products
- Redesigned Walulel's landing page to enhance visual style and better user experience in navigating the company website
- Created a style guide for the user interface of Walulel's web and mobile products
- Currently building a design system which includes color palettes, fonts and icons for more effective designer and developer collaboration and product design consistency

Flutterwave Inc.

Business Development Manager

January 2019 – September 2020

- Responsible for prospecting merchants and clients and driving sign-ups for Flutterwave services
- Established strong partnerships with banking institutions and local mobile money partners
- Coordinated direct integration projects for MTN and AirtelTigo mobile money

- Led efforts to acquire local Payment System Provider license for Flutterwave in Ghana

User Experience Designer

September 2017 - December 2018

- Lead user research for internal products to develop better user experience for end users
- Collaborated with design team for redesign and launch of second version of flagship product
- Designed landing page for Flutterwave and Shopify integration to guide users on how to integrate Shopify with the Flutterwave flagship product.

Userhub Africa

Chief Executive Officer

March 2017 - Present

- Lead user research project for Bambwa, a Swedish streaming platform, to help determine product fit in Ghana. Research activities included survey design, in-depth interviews and focus groups moderations.
- Conducted a heuristic evaluation for a crowdfunding platform to help with usability issues.
- Conducted usability testing for mobile and app products for the Klarity organization to help with product improvement and usability enhancements.

EDUCATION

Ghana Institute of Management and Public Administration (GIMPA) - Accra, Ghana

September 2015 - June 2017

MSc Management Information Systems

University Of Houston - Houston, Texas

August 2006 - December 2011

BBA Management Information Systems