

Antony Njoroge



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<https://antonymjoroge.com/>

Summary

Self-motivated digital product designer with over 5 years of experience in user experience design. My main focus is in designing integrated enterprise software systems that have complex workflows and interactions between multiple system users.

Combining my background in accounting and marketing to convert technical business requirements into easy-to-use features that impact the bottom line. I am also self-starting, self-managing, and are deeply curious.

Skills & Proficiencies:

- UX research
- User interface (UI) design
- Design systems
- Figma
- Adobe XD
- Jira
- Product requirements documentation (PRD)

Experience



User Experience Designer

Proto Energy

Nov 2020 - Present (1 year 2 months +)

Proto Energy is an energy solution company supplying liquid petroleum gas (LPG) directly to retail customers and industries in East Africa.

Core responsibilities involved solving the problems of the supply chain operators whose job it is to ensure that millions of LPG cylinders reach customers quickly and at an affordable price. Was involved in the entire product development lifecycle from concept development to after-launch customer support.

More specifically:

- Conceptualising and designing low fidelity & high-fidelity interactive prototypes for mobile and web apps using Adobe XD and Figma.
- Conducting user research and testing to validate design ideas.
- Iterative collaboration with the engineering team (android, web & backend) to bring the prototypes to life.
- Contributing to the development of the in-house design system.
- Providing feedback to other product designers on the team through our design reviews.
- Presenting design work to business for feedback and buy-in.

Key Results

- Shipped 4 Android mobile apps and 2 enterprise web apps built on React.
- Conducted dozens of moderated and unmoderated user tests and interviews that reduced the development cycle time and improved user experience.



User Experience Designer

deepAfrica Limited

Apr 2017 - Nov 2020 (3 years 8 months)

deepAfrica is a web hosting & design business based in Thika, Kenya.

Was responsible for the end-to-end design & development of websites for deepAfrica's clients. This involved:

- User research and creating user personas of website users.
- Facilitating stakeholder meetings to understand business needs.
- Prototyping websites using Adobe XD.
- User testing of website prototypes and presenting prototypes and results of user tests to clients.
- Development of prototypes to the final design Using WordPress or Webflow.
- Testing for responsiveness and usability & Launching

Achievements:

- 10 major UI/UX & web design projects and over 50 other smaller web design projects.
- Founded the UI/UX and Web design department that in 2 years contributed about 20% to the company's bottom line.

Education



Coursera

Google UX Design Professional Certificate, Human Computer Interaction

2021 - 2022



Chuka University

B. Com., Marketing

2009 - 2013



Udacity

Google Africa Challenge: Front-End, Computer Programming/Programmer, General

2018 - 2018

Licenses & Certifications



Becoming a UX Designer from Scratch - Interaction Design Foundation (IxDF)

91114-2021-506031

Skills

Product Design • User Experience (UX) • User Interface Design • User Experience Testing • Agile Methodologies • Figma (Software) • Adobe Photoshop • Cascading Style Sheets (CSS) • Design Systems • Jira