



VICTOR W WANJOHI

SENIOR UX AND MOTION DESIGNER

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🌐 www.mockvik.com

CERTIFICATIONS

UX Design Foundations

UXcel

Foundations of User Experience (UX)

Coursera

UX: FOUNDATIONS OF USER EXPERIENCE (UX) DESIGN

Google

SKILLS

UX DESIGN · MOTION DESIGN ·

INTERACTION DESIGN · WIREFRAMES ·

PROTOTYPES · MOCKUPS ·

USABILITY AND ACCESSIBILITY ·

LOTTIE ANIMATIONS

FIGMA · AFTER EFFECTS · ILLUSTRATOR ·

LOTTIE BODYMOVIN

CRITICAL THINKING ·

TEAMWORK AND COLLABORATION

ACHIEVEMENTS

🏆 Designed 22 + Features and functions that are in production

Of the features that I have worked on, over 22 features in use by the customers with other in the pipeline towards productions

🏆 Developed a 'Tour feature'

I worked on a tour feature that would help customers explore the new features or new UI after an upgrade, reducing shock and backlash that results from users reacting to change

🏆 Directed App and web revamp project

I was tasked with overseeing the implementation of the UI improvement on the mobile app and web platform, testing and engaging shareholders to see it through

PROFILE

I am passion-driven and Senior UX Designer with 8+ years of experience in Motion and Interaction Design. Curious, self-taught animator, dedicated to creating intuitive and user-centered interfaces. I have proven success in boosting user satisfaction by developing engaging motion graphics, interactions and animations. I am eager to leverage critical thinking and collaboration skills to contribute to creating innovative, visually stunning experiences. Aiming at providing solutions, designing with passion and improving digital experiences.

EXPERIENCE

SENIOR UX DESIGNER

05/2021 - Present

EQUITY GROUP

Nairobi, Kenya

- Promoted to Senior UX Designer for focusing on intuitive, and user-centered solutions and interfaces that contributed to increased user experience. Features and functions worked on cut across mobile, web, USSD and chatbot applications
- Served as User Experience lead for different feature development teams. The teams comprised of front-end developers, back-end developers, copywriters, business analysts, business representatives and QA
- Performed as the sole Motion and Interaction Designer for the Equity Mobile app from inception specializing in-
 - Motion and Interaction in the Design System
 - UX & Feature Development – Interpreting and reflecting business requirements into designs by adhering to the design process with end-to-end coverage; wireframing, low fidelity designs, high fidelity designs, prototyping, testing and finally to production
- Create prototypes, conduct user and accessibility testing, gather and leverage data to create iterative improvements, aimed at increasing user satisfaction in their experience
- Design a visually aiding interface for One Equity app minimizing cognitive overload among users evident in usability and accessibility testing
- Conducted product management functions in a supporting and interim capacity

UX DESIGNER

01/2020 - 05/2021

EQUITY GROUP

Nairobi, Kenya

- Led feature design and development for the groups app and web platforms
- Created storyboards and animated product videos for Equitel thin sim and anti-fraud campaigns as well as VAS (Valued Added Services) for NTSA, TransUnion and NHIF
- Developed and animated video content for Jenga API, Jenga PGW, and the mKey app. These videos are in use across platforms, including official websites and social media channels
- Created animated how-to/explainer videos for mKey app knowledge base enhancing client self-help and improving overall customer experience
- Built In-app interaction animations that enhanced user experience and interaction based on the gamification concept

GRAPHICS ANIMATOR

02/2018 - 01/2020

FINSERVE AFRICA

Nairobi, Kenya

- Animated promotional and marketing video content for major campaigns for Equity Bank Kenya Ltd e.g., Equity Product Launches and The Equity Bank 35-Year Anniversary campaign
- Created storyboards and animated product videos for Equitel thin sim and anti-fraud campaigns as well as VAS (Valued Added Services) for NTSA, TransUnion and NHIF

ANIMATION AND VIDEO EDITING

07/2017 - 12/2017

CANVAS MEDIA LIMITED

Nairobi, Kenya

- Story-boarded, animated and did post-production editing for all the video and animation content for the agency's clients
- Designed and animated launch and campaign videos for brands like Ignite Fitness, Mercado Restaurant, Urban Eatery Restaurant
- Designed animated intro for a Talk Show and did post-production for all 15 episodes of its first season
- Managed 4 client accounts as the animation content creator

ACHIEVEMENTS

Enhanced animation experience

I animated the splash screen, the get started interactions and progress+Skeleton loaders within the app, creating an engaging and pleasant visual experience that was well-received by users

TRAINING / COURSES

LEADERSHIP: THE EMOTIONALLY INTELLIGENT LEADER

USER EXPERIENCE DESIGN FUNDAMENTALS

EMOTIONAL INTELLIGENCE: THE COMPLETE MASTERCLASS

MASTER DIGITAL PRODUCT DESIGN: UX RESEARCH & UI DESIGN

HOW TO DESIGN FOR ACCESSIBILITY: FOR UX DESIGNERS (WCAG 2.2)

INTRODUCTION TO UX DESIGN FOR ACCESSIBILITY AND WCAG 2.0

DESIGN & PROTOTYPE A MOBILE UI/UX EXPERIENCE

COLOR THEORY - CREATE A PERFECT COLOUR PALETTE

AFTER EFFECTS - MOTION GRAPHICS & DATA VISUALIZATION

And the learning continues...

EXPERIENCE

LEAD DESIGN AND ANIMATION CHAMPION

10/2016 - 07/2017

ZYDII AFRICA LTD

Nairobi, Kenya

- Designed and animated intro videos for each course made on the Online Learning Platform
- Performed post-production editing for over 50 online courses across learning disciplines
- Conducted videography for video content for all courses between January and June 2017

ASSETS ANIMATOR

10/2016 - 10/2016

HUEMAN STUDIOS

Nairobi, Kenya

- Created animated assets for use in campaign videos for the agency's clients such as UNHCR, KCC, P&G, Stanbic Bank and MCo-op Cash

EDUCATION

Bachelor in Business and Information Technology (BBIT)

12/2013 - 06/2016

JKUAT UNIVERSITY NAIROBI CBD CAMPUS

Kenya Certificate of Secondary Education

03/2009 - 11/2012

KENYATTA HIGH SCHOOL (MAHIGA) -NYERI

STRENGTHS



Passionate

I am a passionate and self-motivated to create unique and memorable experiences



Innovative

I have proven success in boosting user satisfaction by developing engaging motion graphics, interactions, and animations.



Dedicated

I am committed to creating intuitive and user-centered interfaces with the customer in mind



Curious and eager to learn

Curious to explore innovative solutions and possibilities, eager to leverage skills to contribute to creating innovative, visually stunning experiences.

HOBBIES AND INTERESTS



Motion design



Spirituality and wellness



Hiking and mountaineering



Personal development

REFERENCES

ANNE MUIGAI | SENIOR DESIGNER, Microsoft Prague, Czechia

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MARVIN M GATURURI | UX LEAD, Equity Group

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