

Wilson W. Kariuki

Product Design Lead | UX Strategist | Digital Experience Architect

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Professional Summary

Versatile and user-focused Product Designer with over 5 years of experience leading cross-functional teams in the design and launch of digital products for fast-growing enterprises and financial institutions. Expert in UX strategy, design systems, and human-centered design, with a strong focus on conversion optimization, mobile-first design, and accessibility standards. Proven success in improving user engagement, streamlining workflows, and driving revenue growth through intuitive and scalable design solutions. Passionate about bridging the gap between business goals, technical feasibility, and user needs.

Core Skills & Tools

- UX/UI Design:** User Research, Wireframing, Prototyping, Interaction Design, Information Architecture, Usability Testing
- Strategy & Delivery:** Agile Methodologies, Product Roadmapping, DesignOps, CX Strategy, A/B Testing
- Design Tools:** Figma, Sketch, Adobe Creative Suite, InVision, Webflow, Zeplin
- Development Tools:** HTML, CSS, Front-End Implementation, Responsive Design
- Analytics & Optimization:** Google Analytics, Heatmaps, Funnel Analysis, Conversion Rate Optimization (CRO)

Professional Experience

Product Design Lead

Bank of Kigali – Kigali, Rwanda
Nov 2024 – Present

- Leading a team of designers and front-end developers to deliver cross-platform digital banking solutions with a focus on accessibility and mobile-first design.
- Increased customer retention by 25% by implementing a design strategy aligned with business KPIs and user feedback loops.
- Introduced and scaled a design system across teams, reducing UI inconsistency and accelerating delivery time by 40%.
- Collaborated with Agile product teams and stakeholders to define product roadmaps and prioritize features based on ROI.
- Enhanced design process through DesignOps best practices, boosting team velocity and efficiency.

UI/UX Designer

Bank of Kigali – Kigali, Rwanda
Oct 2018 – Oct 2024

- Streamlined website structure and user flows, reducing customer support queries by 30% and boosting self-service adoption.
- Conducted usability testing and iterative prototyping, leading to a 30% drop in bounce rates.
- Led design of Internet Banking, Mobile App, and Back Office platforms, enhancing omnichannel CX and increasing revenue by 35%.
- Established a robust digital design system, cutting production time by 50% and improving team collaboration.
- Worked in cross-functional Agile squads, delivering MVPs with measurable UX impact.

UI/UX Designer

Agency Africa Interactive – Nairobi, Kenya
Jul 2015 – Aug 2018

- Overhauled e-commerce UX for major retail clients, resulting in a 20% boost in online sales.
- Developed wireframes, storyboards, and user journeys to support customer acquisition strategies.
- Led multiple A/B tests and usability studies, driving a 15% increase in engagement.
- Collaborated closely with developers, marketers, and product managers in an Agile environment.
- Created a scalable design language system, improving UI delivery efficiency by 70%.

UI/UX Designer & Web Developer

Belva Limited – Nairobi, Kenya
Jul 2013 – Feb 2015

- Promoted to Senior Designer within 10 months after demonstrating leadership on large-scale redesign projects.
- Redesigned the corporate website, increasing lead generation by 200% and boosting organic traffic.
- Built an interactive online support center with chat and knowledge base features, reducing support tickets by 40%.
- Led digital marketing efforts, contributing to a 20% sales increase in Q1.
- Mentored junior designers and launched a successful internship program to nurture design talent.

Education & Certifications

- Master Digital Product Design** – Udemy (2021)
- Human-Centered Design** – Ideo.org / Acumen (2019)
- Diploma in Web Design & Front-End Development** – Nairobi's Digital Design School (2012)

Portfolio Highlights

View my selected works and case studies:

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