Yego Kevins

UX Product Designer & User Researcher

I work from a lifelong love for design + tech and a resolute desire to help others through human centred design solutions that drive business growth. Skilled in research, ideation, prototyping & implementation to simplify complex problems and align product leaders.
Proven track record of building successful digital products.

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Nairobi – Kenya

Latest projects

Kwara Digital Bank for credit unions
Safe, secure, powerful product to turn your credit union into a digital bank.

[Figma interactive App here](#)

Impacc Franchise App
Social businesses targeting base of pyramid communities in Africa (impacting population living on less than $2 a day)

[See the App interactive prototype](#)

Experience

Kwara GmbH
Head of Product Design & Research
April 2022 – Present

– Started and scaled design team to 6 product designers
– Created a Digital bank mobile app on top of SACCOs + design system
– Scaled business to $20m in MRR(monthly recurring revenue)
– Built internal levelling system and career ladder
– Lead research efforts to acquire 400K new MAU(monthly active users)

Impacc GmbH
Strategic UX Lead & Research
June 2020 - Feb 2022

– Built a scalable franchisee app for low end smart phones devices
– Led a team of 5 customer service representatives
– Decreased venture funding funnel from 3 months to 2 weeks
– Gained strong grasp of franchise business model
– Expanded the product scope to other regions Ethiopia,Uganda & Ghana

Mastercard Labs
Senior UX Researcher
April 2019 – May 2020

– Conducted research using a wide variety of qualitative and quantitative research methods, in-person and remote.
– Designed and conducted user testing of prototypes, providing design direction to the UX team
– Recruited and screened participants, scheduled sessions.

Andela
Product Design Manager
Oct 2017 – March 2019

– Built multiple different product initiatives and merged 3 products to 1
– Helped scale Andela to be a $120M Pre-seed funding to a unicorn status
– Integrated product with several third party APIs eg Invision, mixpanel & salesforce
– Recruited 4 designers & 3 junior researchers to join my team

Phink Digital Design Studio
Founder & Innovator
Nov 2014 – Oct 2017

– Built an e-commerce app for groceries delivery (zucchini greengrocers)
– Partnered with Safaricom M-PESA Daraja to build mobile payment infrastructure
– Developed Tintoria Laundromat app for laundry pick-up and delivery
– Drove $200K MRR for Zucchini groceries delivery app

Dotsavvy Africa
Software Developer
April 2012 – Nov 2014

– Contributed 8 PR's in various open source projects.
– Great experience building front-end designs from UX designers
– Cemented my product design pitching skills to major stakeholders
– Developed over 20 website using varied languages Node js, css, HTML

Education

Memorisely
Building Scalable Design Systems
Oct 2021

Jomo Kenyatta University
BSc. Computer Science – Nairobi
Jan 2008 – Nov 2012

KCA University
Diploma. Information Systems Management (IMIS)
June 2009 – May 2010

Skills

Design

User journeys prototype sketches	Design manager collaboration communication	Qualitative Quantitative UX Research	Wireframing Prototyping Testing	AI, ML, IoT

Development

React JS	• Chakra UI • Emotion • Framer	Type script	Next JS	HTML	CSS / JS

Tools

Figma	Maze	Spline	Zeplin
UI Design, prototyping	Product research	3D design	Design workspace

Vectornator	Rotato	VS Code	Xcode	Notion
Graphic Design	Mockups	Code editor	iOS development	Project managment