

Joseph-Albert Kuuire

Senior User Experience Design Consultant

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Professional Experience

Userhub Africa, *Chief Executive Officer*

Mar 2017 – present

Accra, Ghana

- CEO at User Experience Startup called Userhub Africa. Job responsibilities include managing usability testing sessions, designing mockup user interfaces and interactive prototypes
- Lead user research project for BAMBWA, a Swedish streaming platform, to help determine product fit in Ghana. Research activities included survey design and focus groups moderation sessions to understand how Ghanaians' opinions on music streaming and advertising
- Conducted a heuristic evaluation for a South African crowdfunding platform to resolve with usability issues.
- Conducted usability testing for mobile and app products for the Klarity organization which helped with product improvement and usability enhancements on their online platforms.

Jetstream Africa, *Senior User Experience Designer*

Jun 2021 – Nov 2022

Accra, Ghana

- Lead visual and user interface design team at Jetstream Africa, working on internal products focused on shipping and logistics
- Collaborated with cross-functional teams, including developers, product managers, and stakeholders, to ensure the successful launch of the Jetstream 2.0 dashboard
- Redesigned the Jetstream Africa landing page with internal design team to focus on Jetstream's core products and offerings for its stakeholders and increased conversions for prospective clientele
- Lead design team on wireframing and design of "JetVision" project to enable stakeholders to access and book shipments online

Walulel, *User Experience Designer and Researcher*

Nov 2020 – May 2021

Accra, Ghana

- Lead visual and user interface design for Walulel products as well as leading user research to provide user insights for product enhancements
- Redesigned Walulel's landing page to enhance visual style and better user experience in navigating the company website
- Created design system for the Walulel product ecosystem for better designer and developer collaboration and product design consistency

Flutterwave

Business Development Manager

Sep 2019 – Sep 2020

Lagos, Nigeria

- Prospected merchants and clients and drove up sign-ups for Flutterwave services in Ghana by 15%
- Established partnerships with banking institutions and local mobile money partners

- Coordinated direct integration projects for MTN and AirtelTigo mobile money and led efforts to acquire local Payment System Provider license for Flutterwave in Ghana

User Experience Designer

Sep 2017 – Sep 2019

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

Lagos, Nigeria

Education

MSc Management Information Systems,

Ghana Institute of Management and Public Administration

Sep 2015 – Jun 2017

Accra, Ghana

Bachelor of Business Administration, Management Information Systems,

University Of Houston

Aug 2006 – Dec 2011

Houston, USA

Certificates

- Aleph Group Digital Marketing Certificate
- Google Fundamentals of Digital Marketing
- Hubspot Academy Content Marketing
- Muck Ruck Fundamentals of Media Relations
- Hubspot Academy Inbound Marketing
- Google UX Design Certificate