

## About me

Inspired by living in Tanzania, I use design to solve problems and produce measurable results in teams of all shapes and sizes around the world. I have collaborated in teams across industries including tech, healthcare, insurance, and consumer goods; to create accessible experiences intended to be used and loved by millions globally.

## Work Experience

### Nokia, UX Design Intern

MAY 2022 - PRESENT

**Objective:** Encourage the usage and consumption of Nokia's design system by supporting designers and developers with the right tools and information to build great experiences.

**Results:**

- Leading a team of 9 designers to build and migrate 6 component libraries from Sketch to Figma. This includes developing guidelines, organizing tutorials for 30 designers, and directing the delivery of over 300 components through a coherent, reusable, and flexible set of libraries. These initiatives benefit more than 270 stakeholders spread across 5 locations globally, who use and consume the design system daily to achieve their goals.

### Freelance, UX & Visual Designer

JUNE 2017 - MAY 2022

**Objective:** Solve problems for small-to-medium enterprises by using design and actionable strategy to help them achieve their goals.

**Results:**

- Built a Shopify e-commerce channel for Rozanas, a luxury fragrance retailer in Tanzania. The store is part of the top 5% of stores launched that week with an average SEO rank of 6.1, and 150k+ views per month on social media.
- Designed the website and digital strategy for HearWell, the leading audiology clinic in Tanzania. This led to a 623% increase in marketing ROI, a website search click rate of 6.04%, and 92.9% organic web traffic.
- Created the identity system of Bima Time, a digital insurance platform in Tanzania. The project was nominated for 'Most Innovative Insurance Product in Tanzania 2019' with over 10,000 clients in the first 9 months.

### Beem Africa, UX Design Consultant

JUNE 2021 - AUGUST 2021

**Objective:** Determine how Beem, an omni-channel communications platform, could better serve small-to-medium businesses across 25 countries around the world.

**Results:**

- Conducted ideation sessions, stakeholder interviews, UX audits, and developer hand-off. This resulted in: Leading the implementation of a design system with 600+ components, creation of an omni-channel support product, redesign of the Beem platform, and launch of a customer support chatbot for businesses.

### Midnight Sun Solar Car Team, Project Manager

MAY 2020 - DECEMBER 2020

**Objective:** Manage the Doors team for the University of Waterloo's solar car team.

**Results:**

- Led a team of 4 engineers to conceptualize and test car doors that would be built for the American Solar Car Challenge 2021.

## Education

### University of Waterloo,

**Global Business and Digital Arts (3.9 GPA)**

2019- 2023

## Skills

UX Design  
UI Design  
Visual Design  
Prototyping  
Wireframing  
User Research  
A/B Testing  
Design Systems  
Product Strategy  
Usability Testing  
User Journey Mapping  
Accessibility Compliance  
Data Science  
Flutter  
Python  
JavaScript  
HTML & CSS

## Tools

Abstract  
Adobe Creative Cloud  
Figma  
JIRA  
Marvel  
Microsoft Office  
Miro  
IBM Watson Studio  
Visual Studio Code  
Shopify  
Sketch

## Languages

English  
French  
Swahili