

Paul Zana, Product Designer

paulzana.com

Skills

User Interface
User Experience
Visual Design
Design Research
Interaction Design

Wireframing
Prototyping
User Flows
Product Testing

Design Systems
Data Analytics
Accessibility
User-Centered Design

B2B & B2C
SaaS Design
Brand Design
Art Direction

Tools

Figma
Adobe
Webflow
Storybook
Zeplin

Jira
Slack
Discord
Notion
Teams

Hotjar
Google Analytics
Excel
Maze

Education

Google UX Design
Professional Certificate

Google Data Analytics
Professional Certificate

Experience

AirQo ▪ Product Designer(Contract)

Jun 2021 — Present

- Redesigned AirQo's air pollution data and network monitoring dashboard
- Redesigned AirQo's mobile application and product website
- Created a multi-platform design system, with new product iconography

Opareta ▪ Product Designer(Contract)

Sep 2022 — Oct 2022

- Designed a mobile money float exchange feature for the Opareta app
- Redesigned the loan management system for the Opareta app
- Conducted field user research with designers from IDEO

Munno Fundraising ▪ Product Designer(Contract)

Apr 2019 — Nov 2021

- Designed a mobile money donation flow checkout process
- Designed a user wallet and campaign management dashboard
- Designed a product website and brand logo

REF ▪ Product Designer(Contract)

May 2019 — Apr 2022

- Designed an eCommerce store and a point of sale system
- Redesigned the brand identity and creative art direction

Sweep ▪ Visual Designer(Contract)

Mar 2017 — Feb 2022

- Designed a Tourism Craft Map for International Trade Centre(ITC)
- Conducted field research and designed a website for Jjongonza Coffee

Teach For Uganda ▪ Brand Designer(Contract)

Nov 2020 - Jun 2021

- Created the brand strategy and redesign the brand identity and logo

Uganda Securities Exchange ▪ Brand Designer(Contract)

Feb 2017 — Apr 2018

- Created the brand strategy and redesign the brand identity and logo

Aggrey & Clifford ▪ Senior Art Director(Full time)

Jun 2016 — Oct 2018

- Responsible for Club Twist beer creative art direction

TBWA\Uganda ▪ Graphic Designer(Full time)

Feb 2015 — May 2016

- Responsible for Shoprite Supermarket creative art direction