

Victor Mungai

Product designer  Nairobi

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Professional Experience

Product designer & marketing consultant.

Chumz

www.chumz.io



Sep 2022– date

I am responsible for user research and improving user delight through thoughtful design. I also guide the marketing team with content creation and oversee the marketing strategy, planning and implementation.

This year, I championed the establishment of a dedicated user research team responsible for testing, providing feedback on design refinements, and evaluating new designs prior to development. This iterative approach ensures continuous improvement and places the user at the heart of our product development process.

In my 3 years at Chumz , we have grown to 300K+ users managing a portfolio worth over \$15M.

Interactions designer

Photozuri

www.photozuri.com



Apr 2018– Aug 2022

I was entrenched in the end to end discovery and design process and created a desktop and mobile app that simplified photo editing, customisation and delivery for both our in-house designers and app users.

I led a user centred design approach boosting active engagement by over 200%.

Media manager

Omnicon Media Direction

www.omd.com



Apr 2016– Mar 2018

I led a team that launched Blaze by Safaricom; a user first product targeting youth aged below 26 years. Our launch strategy achieved over 1.2M subscribers within the first 3 months after launch.

Education

University of California

 San Diego

Human Computer Interaction

 Advanced Certification

 Jan 2020– Feb 2021

Red & Yellow Creative School

 Capetown

Marketing & advertising
communication

 Post Graduate Diploma

 Jan 2012– Dec 2012

United States International University

 Nairobi

International Business Administration

 BSc. IBA, Finance Bachelors

 Sep 2007– Aug 2011

Key Strengths

- ▶ End to end design from discovery to delivery, ensuring cohesive product experiences.
- ▶ Translating user insights into design solutions that drive measurable business and user impact.
- ▶ Championing usability and delight across digital touchpoints through research led design.
- ▶ Aligning to empower cross functional teams around a shared design vision.
- ▶ Conducting experiments and data analysis on R

Tools

- ➔ Proficient in Figma, FigJam, Miro, Clickup and Notion for research, collaboration, and delivery
- ➔ Proficient in photoshop, illustrator, premier pro, indesign, final cut pro and cap cut for editing audio visual
- ➔ Proficient in excel sheets, power BI and R for data analysis and presentation