# Victor Mungai

**Product designer** 



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www.vicmungai.com

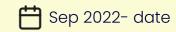
linkedin.com/in/mungaivictor

# **Professional Experience**

### Product designer & marketing consultant.

#### Chumz

www.chumz.io



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



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



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