

BRIAN BIAMAH

Senior Product Designer · UX Designer

Nairobi, Kenya (UTC+3) · Available for remote roles globally, full-time or contract

+254 740 542 241 · brianbiamah@gmail.com · brianbiamah.com · linkedin.com/in/brian-biamah

PROFILE

I am a product designer in Nairobi with nine years in digital product design, after seven years in brand, packaging and marketing design. Most of my recent work is fintech and B2B SaaS. I designed Manka, the credit intelligence tool now used by over 30 microfinance banks, which cut lender analysis from three hours to two minutes. I designed Kopagari, a vehicle financing flow that carried more than \$8M in loan applications across 120+ dealers in Tanzania in its first ten months. I have usually been the only designer on the team, running the work from discovery through to developer handoff.

CORE SKILLS

Product and UX design · End-to-end product design, user flows, wireframing, prototyping, information architecture, interaction design, usability testing, responsive and mobile-first design, offline-first design

Design systems and UI · Figma components, variants, design tokens and variables, auto layout, component libraries, style guides, accessibility, developer handoff

Research and strategy · Discovery, stakeholder interviews, user research, heuristic evaluation, competitive benchmarking, UX documentation, product strategy

Data and AI products · Data visualisation, dashboard design, interfaces for AI and machine-learning outputs, alternative-data and credit-scoring products, AI-assisted design workflows

Collaboration and process · Agile and sprint workflows, cross-functional work with engineering and data teams, product roadmapping, async and distributed team collaboration, stakeholder and client management

Tools · Figma, Framer, FigJam, Miro, Notion, Jira, ClickUp, Slack, Adobe Creative Suite, Claude, ChatGPT

PROFESSIONAL EXPERIENCE

Product Designer

Black Swan (formerly Tausi Africa) · Dar es Salaam, Tanzania · Remote · 2022 to Present

AI fintech that scores borrowers with no formal credit history using alternative data such as mobile money statements, so banks and lenders can serve people excluded from formal finance. Winner, 2025 MEST Africa Challenge.

- Designed Manka from scratch, the product lenders use to assess loan applicants from mobile money data. It cut credit analysis from three hours to two minutes per applicant, and full loan assessment from days to under five minutes. Over 30 microfinance banks now use it consistently, and client institutions have attributed reduced rates of non-performing loans directly to the tool.
- Built and owned the design system behind it, working in components, variants, tokens and variables so the engineering team could ship consistently without me in the room for every decision. I later extended the same system to a second product line without forking it.
- Led the product redesign and rebrand to Manka after the company moved from Tausi Africa to Black Swan in 2025. I realigned the interface architecture with a pan-African positioning and carried the existing user base through the transition.
- Designed Kopagari, a consumer vehicle financing platform that compresses credit prequalification, affordability estimation and loan application into one guided flow taking under five minutes. It reached 8,000 users in three months, and 2,000 of them submitted loan applications. That is a 25% application rate on a document-heavy financial product.

- The Kopagari flow carried more than \$8M in requested financing in its first ten months, with around \$400,000 disbursed through a partner bank. Traction brought three commercial banks onto the platform, which now covers 120+ dealers across Tanzania.
- Designed the agent and broker referral mechanism, a shareable prequalification certificate with QR verification, and advisory overlays that give applicants a route forward when they do not qualify. I worked directly with the data and engineering teams so the interface flows matched the underlying model and system architecture.

Product Designer

Lockwood Technology · Dar es Salaam, Tanzania · Remote · 2020 to 2025

Software design and development firm building end-to-end digital products for clients and startups across several sectors.

- Designed the complete UX for Malipopay, Lockwood's payment gateway. The work covered mobile money integration, invoicing flows, reconciliation tools and merchant dashboards, across both customer-facing and internal admin surfaces.
- Turned client briefs across logistics, healthcare and professional services into structured user journeys, wireframes and UI systems that could scale.
- Reviewed technical feasibility with engineers inside agile cycles, and delivered responsive mobile and desktop designs with handoff documentation detailed enough to build from without follow-up.

Lead Product Designer

Malsery (formerly 3ME) · Nairobi, Kenya · 2017 to 2023

Product design studio with an in-house design and development team, serving clients across Africa and internationally. Founded 2010 as a brand practice. Digital product design from 2017.

- Led end-to-end design on 40+ digital products and brand identities across fintech, proptech, edtech, ecommerce, IoT and social impact.
- Designed Imara, a mobile investment and payments platform covering funds, stocks, bonds and sukuk with an integrated wallet. It grew from 3,000 to 14,000 users in the first month after launch. The client name is under NDA.
- Designed Dirent, a proptech platform that automates rent collection, reconciliation and income visibility for independent landlords in Kenya. I took it from brief through to developer handoff.
- Designed Inspire, an offline-first STEM learning platform for low-connectivity classrooms in Tanzania, covering two distinct coding environments and the full student and teacher experience.
- Designed Maiflow, which connects IoT water valves to mobile money billing and makes hardware telemetry readable for non-technical business owners.
- Built and maintained design systems across client products, and was the primary client contact on every engagement. I ran discovery and stakeholder interviews, then managed distributed teams through delivery.

Co-Founder and Creative Lead

Ogugu · Dar es Salaam, Tanzania · 2013 to 2018

Mobile accounting platform for micro-enterprises in East Africa.

- Led branding from launch, then took on UI and UX for the web and mobile applications from 2017.
- Awarded third place and \$10,000 at Colorado College's Big Idea Competition, and selected for the Clinton Global Initiative University 2017 cohort.

EDUCATION AND LANGUAGES

Google UX Design Certificate, Google Career Certificates and Coursera

B.Sc. Biochemistry, University of Oklahoma. Davis United World College Scholar.

International Baccalaureate Diploma, Waterford Kamhlaba UWCSA

English (native) and Swahili (native). I have extensive experience working asynchronously across distributed, multi-timezone teams.